

**ELECTRICAL**  
**MERCHANDISING**  
**WEEK**

NOVEMBER 13, 1961

A MCGRAW-HILL PUBLICATION • PRICE FIFTY CENTS • VOL 93 NO 46

BOUGHT AND READ BY MORE DEALERS IN THE APPLIANCE-RADIO-TV & HOUSEWARES FIELD THAN ANY OTHER PUBLICATION



**Sol Polk Looks At Appliance Retailing** p4

**Philco: Up Or Out?** p7

**New Westclox Plan** p9

**Tokyo Show Photos** p22

**...presstime**

**SIGNS OF BETTER TIMES** pop up in two McGraw-Hill reports. Watch for these factors to increase employment and free more consumer money in your locality . . .

McGraw-Hill economists say that heavy machinery manufacturers are predicting their new orders will rise to record levels in this last quarter of 1961, and in first three quarters of 1962 they expect a 17% boost above same period this year.

F. W. Dodge division reports that home building rose 8% in September over same month 1961. Apartments showed larger increase than single-family units. ■

**HOT PRICES** for Delmonico TV sets, which show up for the first time in Lafayette's Christmas catalog, are: \$127.50 for a 19-inch portable; \$119.50 for an 8-inch personal portable. ■

**THE "BOOM" IN COLOR TV** turned out to be an explosion of industry tempers when "Consumer Reports" wrote in its November issue that the product "is still considerably overpriced."

CU feels "some progress has been made in reducing the seriousness of its problems," but advised consumers "to resist this winter's increased sales promotion and to wait until the industry produces a new idea in color technology—a genuine breakthrough in color, rather than an advertised one."

From an industry standpoint, there has been a breakthrough of sorts based on (1) technical improvements in the sets; (2)

*Continued on p3*

# ELECTRICAL MERCHANDISING WEEK

A MCGRAW-HILL PUBLICATION



JANUARY 1962						
S	M	T	W	T	F	S
		2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## .....A RED LETTER DAY

EM WEEK will greet the new year with publication of the most widely used, respected and thumbed through reservoir of information available to the Appliance-Radio-TV-Housewares industry — the Annual Statistical and Marketing issue.

An alert editorial team, attuned to the pace of a fast moving, always changing industry, has accomplished the monumental — a statistical and marketing issue which will be even more useful and referred to than ever before. In addition to the incomparable reporting of trends, forecasts, potentials, seasonal selling, trade-ins and many more vitally important subjects, the editors have come up with new ideas that guarantee even more intensive readership. Sample: a detailed product-by-product analysis of the Top Markets will make it possible for dealers and distributors, for the first time, to accurately and effectively check local sales performance against potentials.

The Statistical and Marketing issue has earned its reputation as the most reliable source published. Thousands upon thousands of reprints have been bought. With due respect to past performance, we flatly predict the 1962 edition will top them all in usefulness, in reader interest and in advertising impact.

New advertising planning opens new opportunities for your selling programs. Full page minimum advertisements will be positioned throughout the statistical section which will be printed run-of-book on high quality coated stock. Meaningful premium positions with built-in added attraction features will be available on a first come, first honored basis. More on this from your EM WEEK representative.

Start *your* 1962 in EM WEEK's Annual Statistical and Marketing issue. The timing is perfect.



## ...presstime

the fact that virtually every set maker has joined RCA to sell color; (3) there's enough color programming on the air during store hours and prime evening time. The result: Color TV is being accepted as a high-ticket item and sales are running better than 40% ahead of last year's pace.

Asked how it defined "overpriced," CU's answer turned out to be a matter of opinion. Color TV, a spokesman told EM WEEK, "still costs too much for value received."

The fact remains that despite higher prices for color TV—average factory billing price for color runs 164% ahead of monochrome—profit margins are generally designed to be in line with B&W. And not everyone agrees with CU. Earlier this fall "TV Guide" gave color a glowing review: Wrote the respected David Lachenbruch, "... color is more than just on the horizon. It's here. More important, it's good." ■

**PHILCO TOOK A NET LOSS** of \$5,778,000 for the first nine months of this year. This compares with a net income of \$2,107,000 for the same period last year. Sales for the period were \$304,415,000, up slightly over last year. ■

**A \$199.95 STEREO TAPE RECORDER** and playback unit, all self-contained, has been introduced by Telectro Division of Emerson Radio Inc. Unit

has dual six-watt amplifier, weighs 19 lb., records on two and four tracks. ■

**NEW ALUMINUM GAS WATER HEATER** will be market tested by Kaiser Aluminum in the Kansas City area about Nov. 26. An electric model is scheduled to come later. ■

**WASTE KING SHOWS PROFIT** of \$443,134, or 74 cents per common share, for six months ending Sept. 30, 1961. For fiscal year ending March 31, 1961, company reported a loss. ■

**THE MELAMINE DEPARTMENT** of Westinghouse Electric Corp. has been sold to Boonton Molding Co., Boonton, N. J. The department has been operated by Bryant Electric Co. Retailers will be protected on existing patterns and Boonton will maintain an open-stock replacement service in all Bryant melamine lines. A story in the Nov. 6 issue of EM WEEK incorrectly stated that Bryant had been sold to Boonton. ■

**ON THE WAY OUT: STROMBERG-CARLSON** consumer products line is about to be dropped say trade sources. The company is clearing inventories now, and one large dealer noted dumps in several metropolitan markets, adding: "If it weren't true, we'd have heard from Rochester telling us not to listen to the rumors." Probable reason: General Dynamics, parent company of Stromberg, reportedly has been considering budgetary changes throughout the company. ■

# NRMA Convention: Discounters Viewpoint Draws Strong Reply

Speeches by an irked department store official and an outspoken leader in the discount field highlighted the three day seminar on profitable discounting held by the National Retail Merchants Assn. last week in New York.

Before 800 discounters, department store officials and others in allied fields, Stephen Masters, president of the Eastern discount chain, Masters, Inc., said, "The issue is no longer whether the discount store is here to stay, but can the classic conventional and traditional store co-exist with the discount store? To-

day, too many traditional mass retailers have retreated to luxurious penthouses atop their department store buildings, decorated in early American antiques, far from the madding shopper. There these merchant princes sit, up to their eyeballs in paper reports, charts, graphs, statistical tables. No stack of paper reports and no row of IBM machines is going to make a good retailer out of a stupid one. The public is not a statistic.

"The classic retailer has always collected for his services, but in a sneaky, undemocratic way. He hid

the cost in the fixed fat-cat price he charged the customer—every customer. Masters matches its service with any classic or traditional store in America—with this difference. If a customer doesn't want any, she doesn't have to pay for it. At Masters, a customer has a free choice."

Discarding much of his prepared speech to reply to Masters, Alfred C. Thompson, executive vice-president of Miller and Rhodes, Inc., of Richmond, Va. and president of NRMA, said, "The discount boys think they are waging a nuclear attack on the whole field of retailing.

They think the so-called traditional—or old-line, as they call it—department store is a doddering old dodo. However, the discount stores are going to face a newly awakened, aroused, competitive fighting spirit in the department store. Department stores have faced other retailing developments such as house-to-house selling, super markets and mail order chains. They will live through this change and be better for it and be ready for the next new development when it comes along."

Even discounters could not always agree about the future of mass merchandising. Discussing the closed-door versus the open-door discount house, one panel member predicted closed-door types would be doing a volume of \$500 million in five years. Martin Chase, treasurer of Ann and Hope Factory Outlet, Inc., Lansdale, R. I., said, "In five years, there will be no closed door discounters."

# List Price: What George's Told FTC

George's Radio & Television Inc., a Washington, D. C., discount house, argued last week before the Federal Trade Commission that it has every right to use manufacturers' list prices in its advertising, even though it does not sell appliances at these prices.

Lawyers for the commission and the discount house appeared before the five commissioners in final arguments on a complaint filed in Octo-

ber, 1960, by the FTC. It charged George's with using fictitiously high retail prices in advertising, and misrepresenting savings to customers at "sale" prices. The complaint has received nation-wide attention from appliance dealers because of the possibility of an FTC crack-down on use of list prices in advertising.

The commission complaint cited ads for five Westinghouse appliances: A \$429.95 washer-dryer for

\$289; a \$269.95 washer for \$136; a \$549.95 freezer for \$288; a \$429.95 freezer for \$227, and a \$499.95 refrigerator-freezer for \$249.

Ads implied, said the FTC, that the appliances were usually sold at retail at the higher price, and that a customer saved the difference between the two prices. Actually, the commission claims, the higher prices were substantially more than usual prices charged by George's, and

higher than prices charged by the store's competitors.

An attorney for the store said the issue is simply whether a retailer can use an honest manufacturer's list price, even though his own price is lower. There is no charge, he said, that the list prices were false.

"We're not deceiving anybody," he said. "The public is sophisticated enough to know what a manufacturer's list price is."

The Commission took the complaint under advisement. Its decision may not come for a couple of months.

## STRAIGHT FROM WASHINGTON

**IF YOU ADVERTISE ACROSS STATE LINES** you come under the jurisdiction of the FTC, even if you claim you don't do any business across state lines. That's the decision handed down this week by the FTC in a case against Klein Department Stores, Inc., New York.

The FTC's complaint charged that Klein's misrepresented values and savings in some ads that crossed state lines.

Klein's asked for dismissal of the complaint, saying that there was no proof the store was engaged in interstate business. But the FTC refused to dismiss it and said the basis of the charge is "the use of misrepresentation in the advertising of the product, not in the actual sale which occurs thereof."

**THE IDEA OF A TAX CREDIT FOR NEW BUILDINGS** has been revived by an influential member of the House Ways and Means Committee. This was the original White House proposal. But the final committee version, never passed by Congress, called for an 8% tax credit on equipment purchases only.

Now, Rep. Eugene Keogh (D-N.Y.) proposed extension of the plan to new buildings. This would permit a company to deduct from the final amount due the federal government as corporate income tax a sum equal to 8% of the cost of the new structure, including warehouses and commercial buildings.

The Treasury will not oppose Keogh's move. Neither will it push it—chiefly because of the additional revenue loss entailed and the difficulty of getting revenue-raisers to offset the \$1.1 billion loss from an 8% tax credit on equipment alone. Outlook for the Keogh proposal—and for all tax revision measures, for that matter—is questionable. As of the moment, it seems unlikely to gain the necessary support in next year's session of Congress.

**THE DISAPPOINTING EMPLOYMENT PICTURE** in October is causing considerable concern within the Kennedy administration. Total counts improved on both employment and unemployment—but the gains were not better than seasonal. Unemployment dropped by 150,000 to 3.9 million, the first time in a year below 4 million. But the rate remained at 6.8% for the eleventh consecutive month (sometimes 6.9%). Officials had hoped for a rate decline in October.

The jobless percentage remains high mostly because of the difficulty in placing the hard-core unemployed—the untrained—in new jobs. Those out of work for 15 weeks or longer hung on at 1.2 million and those out of work for 27 weeks or more exceeded 700,000. Even the economic upswing, that began last February, has not cut into these totals.

SOL POLK . . .

## How A Master Showman Sells

The grand mogul of hoopla has done it again. Sol Polk has rounded up man-sized, illuminated likenesses of (the mythical?) Santa Claus and will sell them for \$5, with every major purchase made at Polk Bros. stores during the Christmas season.

Polk hopes to dispose of 40,000 of the St. Nicks, which ordinarily retail for \$29.95, and are meant to be used on lawns. The Chicago entrepreneur believes that the Santas will bolster his appliance activity at a time when this merchandise usually takes a back seat to TV and radio.

But more importantly, the dynamic merchant stresses that the figures, displayed in great profusion in all of his stores, "will bring shoppers, who even if they don't buy, can provide future leads."

"Any appliance retail specialist worth his salt," Polk says, "will use this kind of a promotion, to attract potential customers when business is slack." He emphasizes that even the smallest dealer can become a true merchandiser by using the Santa Clauses, which are being made available to them by Admiral Corp.

This latest promotion is a part of the retailing Barnum's philosophy of appliance merchandising. Another, most important part is to . . .

**Participate in civic affairs.** Woven into the showman personality, is his role

as a community leader, which he takes quite seriously. He says that for a retailer to be successful, and prosper over a span of years, the man must give to the community, "not only take."

Practicing what he preaches, Polk has, among other things, given schools and educational groups framed reproductions of the Declaration of Independence and the Gettysburg Address and has produced educational recordings for public consumption.

Extremely conscious of the American way of life—"America is a dream"—he is in the process of establishing a new challenge for schools in Chicago and within a 50 mile radius.

"If 80% of the students in these schools will memorize the Declaration of Independence, Sol Polk will give the schools color television sets."

In a move to further world understanding, the energetic executive is using one of the Santas. He will have it filled with letters from children in this country and ship it abroad. "While they (Russians) send hate and destruction, we will send brotherly love."

**Supply a need,** is also in Polk's credo. "Everyone is entitled to own modern appliances, in our great America, regardless of income," Polk believes. He feels that it is up to the dealer to make this a reality.

### Polk Feels It Is His Responsibility To



. . . he developed a booming used appliance center. Units are kept outdoors prior to being checked and overhauled by repairmen.

ELECTRICAL MERCHANDISING WEEK





**A showman, yes . . .**



**But also a civic leader . . .**



**"I don't sell discount . . .**



**I sell merchandise; Ideas."**

To this end, he has combined social responsibility with business and has created a booming reconditioned appliance operation. This segment of his organization naturally allows him to offer value on traded-for-new merchandise.

Trade-in discount is a very important factor in his merchandising program.

"One of my greatest dreams come true," is the way Polk describes his used appliance center, where thousands of appliances come as trades, are completely overhauled and are sold to people who can't afford the new models, or who simply don't want them.

A good part of this traded equipment, about 40%, is purchased by other dealers, primarily from the South. Polk estimates that he has put at least 500 dealers in business since the used appliance center was established about 10 years ago. He says that at first these retailers bought and sold the second-hand merchandise, then they gradually acquired franchises from manufacturers.

The master merchandiser rents appliances as well. Thus, he declares, that there is no reason for a person not to have an appliance. If she doesn't want a reconditioned model and can't afford a new one, she can rent it—"you can have a dishwasher for 20 cents a day."

"Sell efficiently," Polk says, "I do." He does not consider himself a discount. "I do not sell discount, I sell merchandise. I take the water out of distribution."

Although some critics say that Polk doesn't give the consumer any more than any other retailer—"Sol just makes it look that way"—Polk says, "I want to see the American public get fair value for its dollar and there's no room for water in distribution."

Among his favorite phrases is: "I am a mass merchandiser of the jewels of mass production." Estimates of his gross margin put it at about 18%.

The veteran of the superlative commended his suppliers on the quality of their merchandise. He said "the manufacturers are watching the dependability of their products like they've never watched it before."

**Small dealers can survive** in the face of the coming mass merchandisers. Sol Polk offers the independents some free advice. He feels that the small dealer has a great opportunity . . . if he wants to make his opportunity. The natural advantage that the merchant specializing in appliances has, he points out, is that it is a specialist's business. Taking a crack at department stores he said, "If I want dresses I go to State Street."

**People want to be merchandized**, he says, and cautions that the small retailers will lose sales by default to the large operations unless they start merchandising.

Polk advises, "Talk, sell, communicate, ask them (the customers) how the kids are, shake hands, promote, get them into the store, become part of the community."

He warns, "A merchant is a distributor, a communicator, he's got to be on the ball, he's got to be creative, he must worry about competition."

**A rugged individualist**, who is in opposition to much government legislation, Polk says: "I want to see the new Yankee merchandiser, the man who sells ideas."

As an example of what he means by the advantage of the independent, as opposed to the mass, multi-line operator, he emphasized, "You cannot sell by drop tags alone. You take a wonderful item like a refrigerator, you can't just drop tag it. People want to be merchandised. People want to be sold."

**How big is Polk?** There are nine stores which bear the Polk name. In addition there are four subsidiaries, including the used appliance center. There is also a 208,000 sq. ft. distribution center. Polk considers Polk City in Northwest Chicago, a two-

block area consisting of eight stores, as one unit. The others are located in the suburbs of Chicago.

The merchant prince estimates that his total operation will end the year, without new stores, but with limited expansion, 15% to 18% ahead of 1960. White goods account for better than 60% of his volume—"and we intend to increase this type of business."

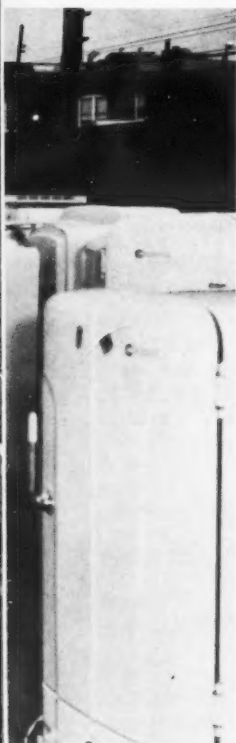
Several years ago Polk's volume was put at \$40 million. Polk would say only that it is in excess of that figure, but wouldn't reveal it—"I don't want to deprive my suppliers of the fun of guessing."

It is estimated that he spends more than \$1½ million a year on mass media advertising.

Polk Bros. is 26 years, and Polk insists on the adjective, "young." He started with a single, rented store on the north side. There are four brothers, a sister and a relative in the business, but Sol, the youngest brother (43), runs the show.

**What's in the future?** "We are now working on new stores which will reflect the modern trend of retail distribution of appliances. This will make possible to the supplier an economical way to market his jewels." The additional units will be ready within a year, "in interesting locations."

## **Supply Everyone, Regardless Of Income, With Modern Appliances So . . .**



Here, a repair expert is reconditioning a range taken in trade. When he is finished, it will perform as well as a new model, and be moved . . .



. . . into the showroom of the center, where a customer who is gradually working his way up the economic ladder in Chicago will buy it.





THIS NCR SYSTEM pays for itself in less than one year.

CHESTER L. STEWART, PRESIDENT Reeves Sound Studios, N. Y.



CONTROL CONSOLE at Reeves Sound Studios, a Division of Reeves Broadcasting & Development Corporation, New York

## "Our NCR Accounting System saves us \$9,600 a year... returns 128% annually on investment!"

—Reeves Sound Studios, a Division of Reeves Broadcasting & Development Corporation, New York, N.Y.

"In line with the rapid growth of the Television industry, we have just completed an overall expansion program. This demanded an entire revamping of our accounting procedure. Manual bookkeeping has been replaced by our NCR Accounting System, and we are most pleased with the results.

"NCR provides accurate, up-to-date information on accounts receivable, including sales and cash receipts. Purchases and disbursements are posted daily. Time spent on general ledger and payroll has been sharply reduced. On an overall basis, our System saves us 80 accounting hours a month as compared with our old method! Key

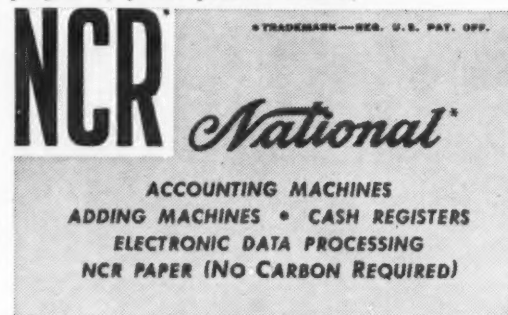
personnel have more time for other important duties.

"Our primary interest in updating our accounting procedure was to save time. We have found, however, that in terms of cold cash, our NCR Accounting System saves us \$9,600 a year. This is an annual return of 128% on our investment!"

A handwritten signature of Chester L. Stewart.

President  
Reeves Sound Studios,  
a Division of Reeves Broadcasting  
& Development Corporation

Your business, too, can benefit from the many time- and money-saving features of an NCR System. NCR Systems pay for themselves quickly through savings, then continue to return you an extra regular yearly profit. NCR's worldwide service organization will protect this profit. Ask us about the National Maintenance Plan. (See the yellow pages of your phone book.)



**NCR GOES ALL THE WAY FROM ORIGINAL ENTRIES TO FINAL REPORTS.**  
THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO  
1039 OFFICES IN 121 COUNTRIES • 77 YEARS OF HELPING BUSINESS SAVE MONEY

ELECTRICAL MERCHANDISING WEEK



# Will Ford Rejuvenate Philco White Goods?

Some industry observers think so, but they hope it isn't true. Here's the current status.

Philco Corp. will hold a special meeting of stockholders on Nov. 28 to seek approval for the sale of the company's assets to the Ford Motor Co. This is thought to be just a formality because the acquisition, for an estimated price of \$100 million, has been recommended by Philco's board of directors. Ford has no plans to drop the Philco trade name, although the corporate name will be changed to Helios Corp. for a short period in order to satisfy legal requirements for the transfer of Philco to Ford as a wholly owned subsidiary.

**Ford is noncommittal** about its plans for Philco. In a recent statement (EM WEEK, Sept. 25, p3) the company said, "Under the agreement between Ford Motor Co. and Philco Corp. for the acquisition of the assets of the latter by the former, final closing will not take place until on or about Nov. 30, 1961. Until that date . . . we will be in the process of carefully assessing the various operations of that company in every detail. Until that task is completed, no further announcement will be made."

**Some industry sources are definite**, however, in predicting that new life for Philco's white goods line will be the result of the purchase. They are convinced that the main motive behind Ford's purchase is a desire for diversification to protect stockholders from the uncertain trends of the auto business. It follows that Ford is as much concerned with creating a strong white goods business as it is in augmenting Philco's defense business. The consensus is that Ford will pour large sums of money into Philco's white goods division and restore the company to a position of power in the business. Furthermore, they predict that Ford will go out to find the men who can make Philco successful in white goods—and the logical place to look is within competing white goods organizations.

**Some manufacturers are disturbed** by the prospect of a stronger Philco. They feel there isn't room for another full-line marketing organization in the major appliance business. Perhaps wishfully, they hope Ford management feels the same way.

Look for Ford to waste no time after the expected confirmation of the deal by Philco stockholders. If they do stick with white goods they're sure to do it in a big way.

## Magnavox Looks At This Year's Market

Magnavox president Frank Freimann stood up in front of the New York Security Analysts and talked about his company, consumer electronics and the industry in general. Here's what he had to say:

"We could easily double our volume overnight if we let our bars down and followed the industry pattern of indiscriminate selling," he said. "But we will continue to do it the Magnavox way, which is the profitable way." How profitable?

"In consumer products, our take is still very small, but very profitable," he said. Magnavox owns about 4% of total industry TV market, he explained, "but much more by dollar volume. And in stereo-hi-fi, we do much better than that."

Color TV sales have doubled this year over last, said Freimann, and he expected them to double again in 1962.

What about the 16-inch tube? "I think the industry would be taking a definite step backward in offering a smaller set."

**The radio market** looked good to Freimann. Up to two years ago, he said, Magnavox had less than 1% of the industry radio pie. "But our volume in radio this year has more than doubled. We have been late putting on the market things we developed a year ago." What were they?

• "The smallest AM-FM set produced by anyone," said Freimann. The unit is about the size of a 6-

transistor shirt pocket model, will retail for \$69.50.

• An AM-FM marine band short wave portable at \$150.

Magnavox's transistor radio line is being produced in Germany, Japan and the company's southern U.S. plants.

Freimann's estimate for total industry radio sales—domestic and imported—this year: 18 million sets.

**FM stereo** will help to enhance sales on high ticket consoles, big-set maker Freimann said. "But since it will double the cost of smaller sets, it shouldn't have too much influence on that end of the market."

**The Company's Collaro operation** (phonos) in England has a rather dim future right now, Freimann said. Magnavox had made plans to hit the market hard with their changer, but the English reimposed credit restriction laws which had been removed to ease big over-inventories in some consumer products. "The situation could clear up by 1962," he said.

**About 75% of Magnavox's profits** come from consumer electronics. Freimann expects a 25% rise in Magnavox consumer electronic products this year. Predicting that total sales this year would hit \$140 million, Freimann said that his profits were up 23% and his sales up 12% for the first nine months of this year, compared to 1960.

EM WEEK  
REPORTS ON

## APPLIANCE-TV

**HIGHER BORG-WARNER SALES** and earnings were recorded in the third quarter than for the same period last year. The upswing in sales was credited to improvement in the national economy and increased demand for the company's Norge appliances and dry-cleaning equipment. Sales and earnings for the nine months ending Sept. 30 were still off compared to 1960. ■

**A NEW DEALER INCENTIVE PROGRAM** on portable dishwashers has been announced by KitchenAid. During the fourth quarter of the year, dealers who order two or more portables will be issued prize points redeemable on such items as wrist watches, fishing and hunting equipment and outdoor furniture. Orders delivered before Dec. 16 will earn prize points. ■

**A "KITCHEN ORGANIZER" IS NOW AVAILABLE** to consumers at Ling-Temco dishwasher dealers. The life-size paper template is marked with the exact measurements of the company's three dishwasher models so the housewife can take it home and see where the unit would fit best. ■

**WHIRLPOOL'S SALES AND EARNINGS** dropped in the third quarter compared with same period in 1960. However, factory shipments of the company's full line of home appliances jumped substantially during the month of September and were followed in October with a 14% gain in both dollars and units shipped by comparison with the same period last year. ■

**ARTHUR GODFREY IS SIGNED TO PUSH AMANA** refrigerators on weekday mornings over more than 200 CBS stations. The company's 1962 magazine schedule will be more than double the 1961 program, using fewer publications, but with greater frequency. Text and illustration will emphasize the quality craftsmanship story. ■

**KELVINATOR GIVES BOOTSTRAP A LIFT** with its new manufacturing company in Puerto Rico, Kelvinator of Puerto Rico, Inc., for the production of specially engineered tropical-tested refrigerators. Operation Bootstrap is Puerto Rico's program to further its economic progress. "The production of this plant," says Roy D. Chapin, Jr., American Motors executive vice-president, "will not only contribute to the economic health of the Commonwealth, but to the general health of Puerto Ricans as well." ■

**MAYTAG AIDS STUDENTS** of engineering and business with eight scholarships of \$300 each. This year, students at five Midwestern universities received the scholarship grants. This program has been in operation for the past seven years. ■

## Outdoor Power Equipment:

# Reel Mower Sales Gained 8% In 1961

Though total power mower sales dropped to 3.5 million units during the 1960-1961 model year, reel-type mower sales increased 8%. It was the second successive year that reel-type sales increased over the previous year. That's the latest word on 1961 outdoor equipment sales from Harold K. Howe, executive secretary of the Outdoor Power Equipment Assn., Washington, D.C.

According to Howe, snow throwers, rotary garden tillers and riding garden tractors also enjoyed healthy sales last year. Here's the story:

**Total mower sales** last year (3.5 million units) represented a decline of 8% from the 3.8 million units sold in 1959-1960 and a 17% plunge from the record 4.2 million units sold in 1958-59. The setbacks of the past two seasons are the first the industry has suffered since the post war mower boom began in 1946.

"This past season's decline was contrary to the mower industry's expectations of a year ago," explained Howe. He blamed the relatively poor 1960-1961 showing on "the general sluggish economy in the fourth quarter of 1960 and the first quarter of 1961 which created cautious buying practices in these key periods." A lower level of housing starts in late 1960 and early 1961 and a cold late spring in many areas of the country also had an adverse effect on last year's mower sales.

All of last year's decrease in unit volume was in rotary mowers and it

was the second straight year that the rotaries accounted for industry sales dips. "Riding power mowers held steady this past model season in the face of the decline of walking rotaries," Howe emphasized.

**More than 31.5 million power mowers** have been sold in this country since 1946 and the Institute estimates that there are more than 20 million units in use in the U.S. at the present time. Market saturation is estimated currently at about 70%. Peak saturation of about 85% isn't expected to be reached until 1965.

Replacement sales accounted for at least 60% of the total mower volume last season. Howe feels that replacements sales could account for as many as three out of every four sales in the coming year. "The size of the replacement market last year," he continued, "had a substantial effect on the quality of industry sales because replacement buyers tended to upgrade their purchases and bought better models with more conveniences and safety features."

Riding the crest of a pronounced trend toward safety within the mower industry, most 1962 models and lines contain many safety and convenience features, including remote and easy starting, safety blades and grass catchers.

**Next year's mower sales** should be up, according to Howe. He predicts that sales in the 1961-1962 model season should increase 12% to 15% and recoup much of the decrease of the

last two years by reaching an annual sales level of four million units.

### Rotary Snow Throwers

"Though there's little background data available on this relatively new type of outdoor power equipment," Howe explained, "we do know that snow blower sales are climbing." The Institute estimates that sales of homeowner rotary snow throwers reached an all-time high last winter of about 75,000 units. "This new market is growing," Howe stressed, "and should continue to a substantial degree during the 1961-1962 winter season." (Snow blower manufacturers told EM WEEK that this winter—if it's a snowy one—could see snow blower sales rise to as high as 150,000 units.)

### Rotary Garden Tillers

Rotary garden tillers have shown a rapid growth rate during the past few years according to the Institute's figures. In the six years between 1954 and 1960 total sales grew from 75,082 units to 315,406 units.

But last year, sales dropped to an estimated 300,000 units—off about 9% from 1960's high. Howe blamed the general condition of the country's economy for the decline. Next year, the Institute predicts garden tiller sales will recover.

### Garden Tractors

"Garden tractors continued to

move in opposite directions at the same time last year," Howe explained. "Walking-type tractor sales continued to drop while riding tractor sales went up."

The estate or suburban-size riding garden tractor market has enjoyed a 609.1% growth rate since 1954 when the industry sold a mere 7,051 units. This year's sales will total approximately 50,000 units and the Institute predicts that sales of riding tractors will continue their upward trend during 1962.

Walking-type garden tractor sales were off for the fourth season in a row during last year: Sales totaled 46,610 units compared with 48,258 units the year before. The walking-type tractor market has suffered a sales decline of 57.28% since 1954 when 109,102 units were sold. (And no one in the industry is willing to predict a reversal of this trend for next year).

### Export-Import Ratio

Retailers selling power mowers needn't worry too much about foreign competition. According to the Institute, the industry's export-import ratio "continued in a healthy position last year." U.S. manufacturers' exports of power lawn mowers were running at a ratio in excess of 15 times the imports in dollar value. "Most of the foreign lawn mowers imported into this country come from the United Kingdom," Howe said, "and the majority of them are hand-type mowers."

## EM WEEK REPORTS ON

## HOUSEWARES

**PRICE INCREASES MAY BE NECESSARY BY 1962** despite efforts to maintain wholesale prices at their current level, reports Landers, Frary & Clark. According to a company statement, rising material and labor costs might force a price hike next year. ■

**NUCLEAR BOMB RATTLING BY THE RUSSIANS** and fallout fears have brought such a sudden, strong demand for its Family Radiation Measurement Kit that Bendix Corp. has had to set up a national retail distribution system to handle sales. "Ninety per cent of all orders received up to Oct. 1, and covering the last 23 months, were booked in September," according to L. E. Rasmussen, general manager of Bendix Cincinnati Division, developer of the kit. The kit will be sold through department, hardware and appliance stores and by fallout shelter dealers. The number of outlets is being expanded as rapidly as possible according to Rasmussen. The kit was offered to the public earlier this year by mail order from the Cincinnati plant. It sells for \$24.95 and contains a ratemeter to measure radiation intensity, a dosimeter to record a day's

total accumulated exposure and a charger to reset the instruments for reuse. ■

**"SELLING SUPERMARKETS DIRECT** does not give proper distribution to a product and usually leads to price cutting. And price cutting in supers is the quickest way to the death of an item on a national distribution basis." This advice was given by Barkley E. Berdan, Syracuse, N.Y., rack jobber and past president of the American Research Merchandising Institute, at a meeting of the housewares division of the Society of the Plastics Industry in New York recently. (See page 9 for other details of the meeting.) ■

**THE JAPANESE WILL PUSH SEWING MACHINE SALES** in this country at Christmas with advertising grants. The Japan Sewing Machine Export Promotion Assn. will give ad monies to 12 national distributors of Japanese-made sewing machines during Nov. and Dec. The money will be given to each distributor according to its import volume and must be used for consumer advertising during the Christmas sales season. According to the association, dealers in this country sold over 700,000 Japanese sewing machines last year. ■



## Which Distributors Sell Westclox Best?

The answer to this question was revealed by Robert C. Shea, marketing manager of the Westclox division of the General Time Corp. Explaining that Westclox plans to weed out more distributors as part of a long range marketing program, Shea made it clear that all those distributors who survived the company's cutback last June (EM WEEK, June 12, p6) are not necessarily "the best."

The basis of future cutbacks will be "distributor performance," Shea emphasized, "not whether or not they sell to any particular type retail outlet." Shea's remarks refuted a statement attributed to him by another business publication which said that the impending cutback "will not apply to distributors to the drug trade." Shea affirmed that "though drug outlets now account for about 40% of our business, we will not hesitate to get rid of any drug distributor who isn't doing a good selling job."

Will Westclox increase its number of drug distributors? Shea claimed he didn't think it would be possible for Westclox to increase its drug distribution but he did say the company is looking for deeper market penetration in that field.

Deeper Westclox penetration in the drug market could be realized by the introduction of a new prod-

uct. Shea admitted that the company is looking seriously now at such a new product. He wouldn't say whether the new product was a clock.

**Prices and Fair Trade** are less difficult to enforce in retail drug operations than any other type, according to the Westclox marketing manager.

"The drug industry has always strongly advocated the principles of Fair Trade," asserted Shea. "And as far as price cutting is concerned," he said, "I can't remember when we've had to get an injunction against anyone in that field for price cutting." He said that discounters account for about 90% of the company's price cutting problems and cut-price jewelry operations account for the other 10%.

**What future distribution patterns** will be like is anybody's guess, according to Shea. "We've tried and are trying all types of retail outlets," he said. "We're working now with food outlets. They're high traffic operations and could move a lot of merchandise. The only difficulty with food outlets and other mass merchandisers is pilferage." Shea explained that Westclox is experimenting now with "pilfer-proof" plastic blister packs to merchandise its clocks and solve the pilferage problem.

## Plastic Housewares: Standard Coming?

Retailers who have been plagued by returns of poor quality plastic housewares soon may have the aid of a commercial standard similar to the one that was established several years ago for the melamine dinnerware industry.

Although plastic housewares leaders have been pushing for a quality standard for the past five years, the first real step to set the machinery in motion was taken within the past couple of weeks by the housewares division of the Society of the Plastics Industry, Inc.

Noting that the need for a plastics quality standard has been "a subject of discussion for the past five years," William T. Cruse, SPI executive vice president, told a recent meeting of the society's housewares division at the New York Athletic Club that "we haven't moved it along this far." But he cautioned the plan had little chance for success without retail cooperation.

Strong support from this direction was offered by Jerome Hanock, housewares buyer for Sears, Roebuck & Co., who addressed the meeting on the need for a quality certification program in the plastic housewares industry.

"A certification program at this time is necessary. The plastic housewares industry is fighting for its life against other materials—other materials that have been traditionally ac-

cepted for quality. Unless customers have confidence in plastics there may be no customers at all. If the melamine people were able to do it, why can't the plastic housewares industry do it?"

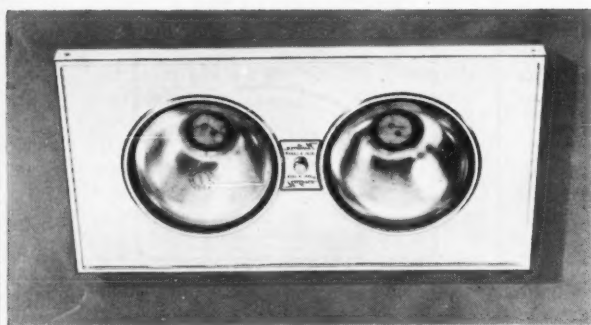
"Unless something is done, in 10 years there won't be a meeting of this kind and there won't be a plastic housewares industry."

Hanock received spontaneous support from others at the meeting. A. C. Manovill, vice president of Ideal Ware, Inc., Hollis, N.Y., stated: "Now is the time. We have been procrastinating on this for too many years."

As a first step, the SPI agreed to appoint a committee within the next couple of weeks to study a self policing voluntary certification plan similar to the one established for melamine dinnerware in 1957. Members were urged to write suggestions for such a plan to Joseph T. Morris, SPI secretary.

Hanock urged a label of some kind that would guarantee and insure the proper end-use for plastic housewares. He also called on raw material suppliers, fabricators and retailers to cooperate. He suggested the plastics be approved by an independent testing laboratory. He believes this would drive poor quality plastics fabricators out of the market because "they would not want their merchandise tested."

### Other New Products Appear On Pages 15, 16, 18 & 19



Model 9400

### Two Producers Introduce Radiant Ceiling Heaters

Two infra-red lamps are features of NuTone's bathroom heater, Heat-A-Lamp, model 9400. The two 250-watt lamps yield 1,706 Btu. Suggested retail price: \$17.95. The company also is introducing a surface-mounted heater, model 9285, that extends 5½ inches from the ceiling. The 1,000-watt, 3,412-Btu unit carries a suggested price of \$18.75.

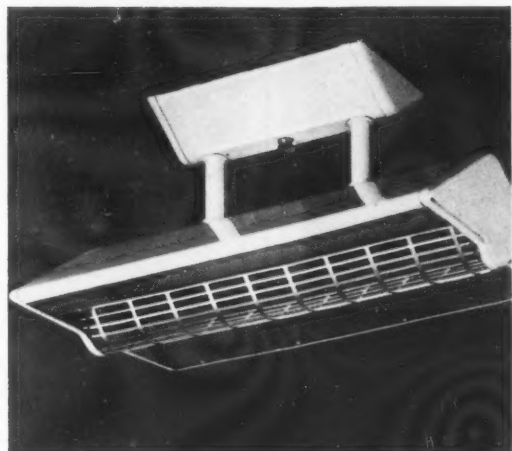
NuTone, Inc., Madison and Red Banks Rds., Cincinnati 27, Ohio.

Trade-Wind's new ceiling heater, model 1104, incorporates a fully enclosed heating element rated at 700 watts and 2,390 Btu. Price: \$19.00.

Trade-Wind Division, Robbins & Myers, Inc., 7755 Paramount Place, Pico Rivera, Calif.



Model 9285



Model 1104



### Flick Of The Switch On Drill Changes RPM From 2,400 To 1,100

Electro claims to have eliminated complicated change-over problems with its new ¾-inch, two-speed Electr-O drill. A switch on the barrel adjusts the speed from 2,400 rpm down to 1,100 rpm.

The unit, which weighs 4½ lb., has a one-third horsepower motor that is balanced to perform with minimum vibration.

The drill features ball-thrust bearings, die-cast aluminum housings and micro-machined alloy gears. Also included are a Jacobs geared chuck and key, and a 6-ft., three-conductor cord.

The unit, model 245, has a suggested list price of \$39.95.

Electro Engineering Products Co., Inc., 609 West Lake St., Chicago 6, Ill.

Here Is The Best Appliance Truck Money Can Buy Because Only The

# Escort®

**OFFERS YOU EXCLUSIVELY THESE TWO FEATURES**

**1. ALL-STEEL RATCHET STRAP TIGHTENER WITH AUTOMATIC STRAP RECOIL!**  
This new ratchet quickly and easily tightens strap around load. When loosened, spring action automatically rewinds the strap in a neat coil, out of the way and instantly ready for its next use. A real time saver! EXCLUSIVE ON THE ESCORT!

**2. FAMOUS ROLLER BEARING CRAWLER TREAD!**  
This ESCORT feature allows you to roll the loaded truck up and down stairs with a minimum of time and effort. A real back saver! EXCLUSIVE ON THE ESCORT!

WRITE, CALL OR WIRE TODAY  
For Full Details And Descriptive Literature  
**STEVENS APPLIANCE TRUCK CO.**  
DEPT. E BOX 897  
AUGUSTA, GA.





**Escort**  
APPLIANCE TRUCKS

MODEL MRT  
Magnesium Light!  
Magnesium Strong!

MODEL SRT  
Rugged, All-Steel Construction

**SOLD ON A MONEY-BACK GUARANTEE!**

## COMPETITION CAN'T DISCOUNT YOUR PROFIT ON DEXTER QUICK TWIN



World's Fastest Washer  
COMPLETES A LOAD EVERY 4 MINUTES

Dexter has four handsome Quick Twins and 12 "Conventionals" for your profit.

Price is a BIG factor in an automatic sale. It isn't with Dexter Quick Twin. The Quick Twin is unique. The store next door can't quote it—can't match it. That's why you—when you are a Dexter Dealer—make more on Quick Twin and its exclusive "Satisfaction-or-Money-Back" plan.

**SEE** your Dexter Distributor for Quick Twin "success" proof or write

**DEXTER**  
FAIRFIELD, IOWA

## ELECTRICAL MERCHANDISING WEEK

VOL. 93 NO. 46

LAURENCE WRAY EDITOR

ROBERT K. MOFFETT MANAGING EDITOR

Anna A. Noone, Associate Editor, New Products; B. H. Schellenbach, Copy Chief; Philip Noehlin, Associate Editor; Warren S. Ackerman, Associate Editor; Donald S. Rubin, Associate Editor; Jules Abend, Associate Editor; James Buchanan, Assistant Editor; Jonathan Holstein, Assistant Editor; Robert Kniffin, Assistant Editor; Avis Pomeranz, Staff Writer. FIELD EDITORS: Nicholas G. Rekas, Midwest Editor; Martha Alexander, Editorial Assistant; Howard Emerson, West Coast Editor; Wayne R. Smith, Editor of Home Goods Data Book. RESEARCH DEPARTMENT: Marguerite Cook, Research Director; James F. Shea, Research Assistant; Marjorie Fisher, Assistant, Chicago. ART DEPARTMENT: Barbara Ellwood, Art Director; Richard F. Granald, Assistant Art Director; Peter Saladino, Art Assistant; Dorothy Miller, Production Editor.

DEPARTMENT OF ECONOMIC SERVICES: Douglas Greenwald, Manager; Dexter Keezer, Advisor. NEWS BUREAUS: John Wilhelm, Director, World News; WASHINGTON: George Bryant; ATLANTA: B. E. Barnes; CHICAGO: Donald Winston; CLEVELAND: Arthur Zimmerman; DALLAS: Marvin Reid; DETROIT: Donald MacDonald; LOS ANGELES: Kemp Anderson; SAN FRANCISCO: Jenness Keene; SEATTLE: Ray Bloomberg; LONDON: John Shinn; MOSCOW: Ernest Conine; BONN: Pete Forbath; PARIS: Robert Farrell; TOKYO: Richard Halloran; MEXICO CITY: John Pearson; MILAN: Gene Di Raimondo; RIO DE JANEIRO: Leslie Warren.

CASWELL SPEARE PUBLISHER

ELECTRICAL MERCHANDISING WEEK is published weekly by the McGraw-Hill Publishing Co., Inc., James H. McGraw (1860-1948), Founder. See panel below for directions regarding subscription or change of address.

**EXECUTIVE, EDITORIAL, CIRCULATION and ADVERTISING OFFICES:** 330 West 42nd St., New York 36, N. Y. OFFICERS OF THE PUBLICATIONS DIVISION: Nelson L. Bond, President; Shelton Fisher, Wallace F. Traendly, Senior Vice Presidents; John R. Callahan, Vice President and Editorial Director; Joseph H. Allen, Vice President and Director of Advertising Sales; A. R. Venezian, Vice President and Circulation Coordinator; Daniel F. Crowley, Vice President and Controller. OFFICERS OF THE CORPORATION: Donald C. McGraw, President; Hugh J. Kelly, Harry L. Waddell, Executive Vice Presidents; L. Keith Goodrich, Executive Vice President and Treasurer; John J. Cooke, Vice President and Secretary.

**UNCONDITIONAL GUARANTEE:** Our primary aim is to provide subscribers with a useful and valuable publication. Your comments and suggestions for improvement are encouraged and will be most welcome. The publisher, upon written request from any subscriber to our New York office, agrees to cancel any subscription if ELECTRICAL MERCHANDISING WEEK is unsatisfactory for any reason.

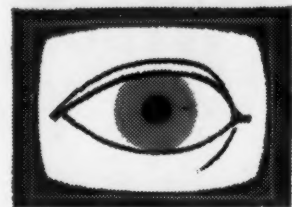
**SUBSCRIPTION PRICE:** Available only by paid subscription. Publisher reserves the right to refuse non-qualified subscriptions. Subscriptions to ELECTRICAL MERCHANDISING WEEK solicited only from dealers and/or distributors of appliances, radio-TV sets or housewares. Position and company connection must be indicated on subscription orders. Single copies: \$.50. Subscription price in the United States and possessions: \$2.00 for one year.

Printed in Chicago, Ill.; second-class mail postage paid at Chicago, Ill. Title ® registered at U. S. Patent Office. © Copyright 1961, McGraw-Hill Publishing Co., Inc. Quotations on bulk reprints of articles available on request. All rights reserved, including the right to reproduce the contents of this publication, either in whole or in part.

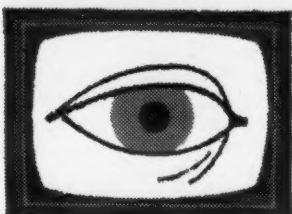
**SUBSCRIPTIONS:** Send subscription correspondence and change of address to Fulfillment Manager, ELECTRICAL MERCHANDISING WEEK, 330 West 42nd St., New York 36, N. Y. Subscribers should notify Fulfillment Manager promptly of any change of address, giving old as well as new address, and including zone number, if any. If possible, enclose an address label from a recent issue of the magazine. Please allow one month for change to become effective.

Postmaster: Send Form 3579 to ELECTRICAL MERCHANDISING WEEK, 330 W. 42nd St., New York 36, N. Y.

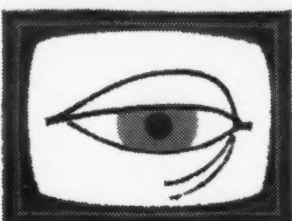
## SELL TV VIEWERS



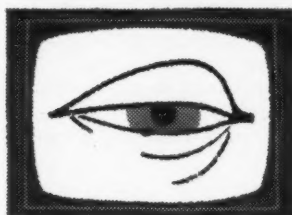
WITH TIRED EYES



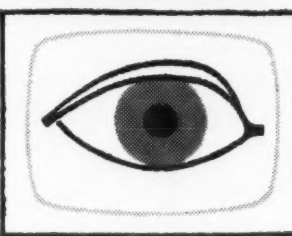
TIRED EYES



TIRED EYES



EASY  
ON THE EYES  
HALOLIGHT.



THAT FRAMES THE  
PICTURE WITH  
RESTFUL LIGHT

WOODBLEND HALOLIGHT  
SURROUND LIGHTING  
IS EXCLUSIVE ON

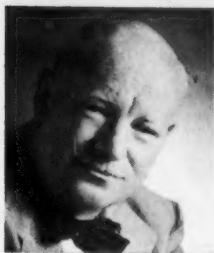
PICTURE-COMPUTER TV BY..

# SYLVANIA

SUBSIDIARY OF  
GENERAL TELEPHONE  
& ELECTRONICS

ELECTRICAL MERCHANDISING WEEK





# Helping The Dealer

By LAURENCE WRAY, *Editor*

At least two heartening aspects have emerged in the appliance-radio-television industry during the past year or two. Perhaps, because we were experiencing a recession in the demand for our goods, even at a time when personal disposable income and savings were increasing, we may have been constrained to do a little soul-searching on our own. Why was the American public, we ask ourselves, investing more and more of its discretionary purchasing power in all kinds of services—travel, education, medical and other services—and spending less and less on consumer durable goods. Was it because the quality of our products was inferior? Was it because the service we were rendering was inadequate? Was it because our vaunted selling skills had fallen to an all time low? Or, was it because blatant, high-pressure, competitive price tactics made the public suspect that all our products were over-priced to start with?

Whatever the reason, there can be little doubt that at the manufacturing level these questions have been under searching appraisal by management. And the areas brought under the closest scrutiny, perhaps, were those of (1) improvement in product quality (2) improvement in product service and (3) the upgrading of the independent dealer with a view to making him a more efficient businessman, as well as a more efficient selling force. It has become only too obvious in the recent past, for instance, that the rise of the mass merchandiser and the chain discounter in this business has had serious consequences for the smaller retailer. He has tried to compete but has found himself out-financed, out-promoted, and out-advertised by his bigger competitors. He has been forced to obtain something better than the "going price" in his market, and place renewed emphasis on his servicing facilities. The evidence would seem to point to the fact that this dual approach has become an increasingly successful one among many independent appliance dealers in America.

But many manufacturers, fully cognizant of the need for thousands of dealers to sell and service their products profitably throughout the country, have initiated programs to help dealers become stronger. Whirlpool Corp. has long recognized this responsibility, and through their Retail Profit Management clinic, administered at the distributor level, have been training dealers to become better merchants. They have also, along with other manufacturers such as Kelvinator, Maytag, Norge, Westinghouse and General Electric, instituted crash programs to improve both the quality of their products and the design engineering of those products to make them more and more service-free. Whether in the automotive or appliance field, mass production methods are bound to have inherent weaknesses at the assembly line or inspection stages—to say nothing of the hazards entailed in the shipping

process. Today, all these areas vital to product quality are in process of being tightened up. Manufacturers have learned that the public has become not only extremely price conscious, but quality conscious as well. The growing number of readers of "Consumer Reports" is sufficient evidence of this trend toward quality awareness.

Perhaps one of the outstanding examples linking both product quality and dealer development was initiated by Westinghouse in 1960. Recognizing that many a dealer had become increasingly critical of manufacturers' concentration on mass-producing goods at the lowest cost, instead of helping him with his day to day problems, the company decided to switch its emphasis to the dealer himself. It formed a National Dealer Council composed of selected independent dealers from all over the country. All Westinghouse dealers in the area of the Dealer Council member were invited to express their opinions on company policy and product quality to their representative. Scads of letters poured in and formed the basis for the agenda of the first National Dealer Council meeting. At that meeting all phases of product quality were reviewed and master quality standards adopted. The result of that and subsequent meetings was the institution of rigid quality control programs at the Mansfield and Columbus plants of Westinghouse. As a further result of its activity the National Dealer Council's third meeting held this year was reported a definite improvement in product quality in the Westinghouse line.

As a corollary to the National Dealer Council meetings Westinghouse moved into the problem of improving dealer merchandising methods through publication of a comprehensive book entitled "Guide to Better Appliance-TV Retailing." This book is a basic guide on the entire subject of good business management in retailing. It covers such diverse subjects as store location, budgeting for profit, accounting methods, credits and collections, financing, sales and promotional methods, advertising, service and trade-ins. It is not an attempt to tell dealers how to run their business, but is offered as a reference handbook of practical ideas on retail store operation. It is not slanted toward Westinghouse products as such and could be as useful to a dealer handling any other line in the appliance-TV business. Incidentally, it is not a giveaway, or manufacturer's promotion piece, but a reference handbook that is being sold to dealers on its own merits.

We think that this is the kind of activity on the part of a manufacturer that is long overdue. For years, dealers have been damned from hell to breakfast for not doing a creative merchandising job. It's refreshing to see that some manufacturers have recognized that they need help and are giving it to them.



## CHROMALOX MICRO-PACK REPLACEMENT KIT

Now you can carry a traveling stock of CHROMALOX surface and oven replacement units in a sturdy convenient kit! Make every service call a sales builder when additional replacement units are as near as your truck—one stop, two profits! When you install a surface unit, check the oven and broiler, too. CHROMALOX replacement units give you fast installation . . . give your customers easy cleaning and long service. Today, order a MICRO-PACK replacement kit . . . improve your profit picture!

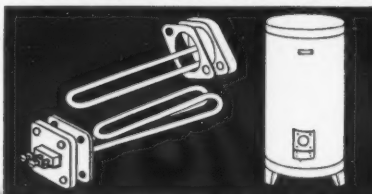


**SAVE TIME—MAKE MONEY!**  
Fit all range openings from 6½" to 10½"

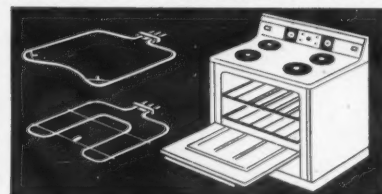
One CHROMALOX MICRO-PACK replacement kit gives you this traveling inventory:  
5 models of Chromalox surface units  
7 adaptor rings, 1 bake element,  
1 broil element, Free Charcoal Lighter

**Package Price** #3P only \$54.68  
#3A only \$55.95

Get the facts today! Call your CHROMALOX distributor... now! Ask for Catalog MO1100 PLUS PROFITS WITH OTHER CHROMALOX REPLACEMENT UNITS



**WATER HEATER REPLACEMENTS**  
—more types that fit more water heaters than any other manufacturer



**OVEN REPLACEMENT UNITS**  
—for all center-mounted elements of standard width ovens and broilers.



## CHROMALOX ELECTRIC RANGE UNITS

EDWIN L. WIEGAND COMPANY  
7525 THOMAS BLVD., PITTSBURGH 8, PA.

IN STOCK AT BETTER ELECTRICAL DISTRIBUTORS EVERYWHERE



## YOUR personal BUSINESS

When motorists begin turning on their car heaters and cranking up the windows to keep out chilly temperatures, watch out! As the windows go up, so will the number of deaths from carbon monoxide poisoning. The carbon monoxide which is expelled from your auto's exhaust system is a deadly poison in an enclosed space. Because it is a colorless, odorless, tasteless gas, it can sneak up on you before you realize what's happening. And before you know it, you get drowsy and begin to doze at the wheel while the grim reaper steps in to take over. If he doesn't cut you down with the gas itself, he might get you in the crash which results as you go careening off the highway asleep at the wheel. Here are several basic safety rules to help eliminate the danger of carbon monoxide poisoning while you're out on the road:

- Leave at least one window open slightly, even on bitterly cold days. If there is a leakage of the gas, the fresh air will dispel most of it.
- When driving in bumper-to-bumper traffic, keep the front vents closed. Your vents can suck in exhaust fumes from the car ahead of you—a good thing to keep in mind during the summer as well.
- If you park for more than a minute or two with the motor running, open a window at least several inches. Wide open would be better.
- Most important is to make sure that exhaust, muffler and manifold are tight and free of leaks. A periodic check is inexpensive, and it may save your life.

▲ ▲ ▲

Going on a business trip and taking your car along? The Internal Revenue Service reports that higher mileage and subsistence allowances for business trips are now in force due to a law recently enacted by Congress. The new allowances are 15 cents per mile for employees driving personal cars on business and a maximum subsistence allowance of \$20 a day for business trips. The allowances had been 12½ cents per mile and \$15 a day.

Under federal tax law, private industry employees must give their employers an account of their business travel expenses unless they are paid fixed allowances and such allowances do not exceed by 25% those which the federal government makes for its employees. Allowances for those employed by Uncle Sam were increased from 10 to 12 cents per mile and from \$12 to \$16 a day for business trips.

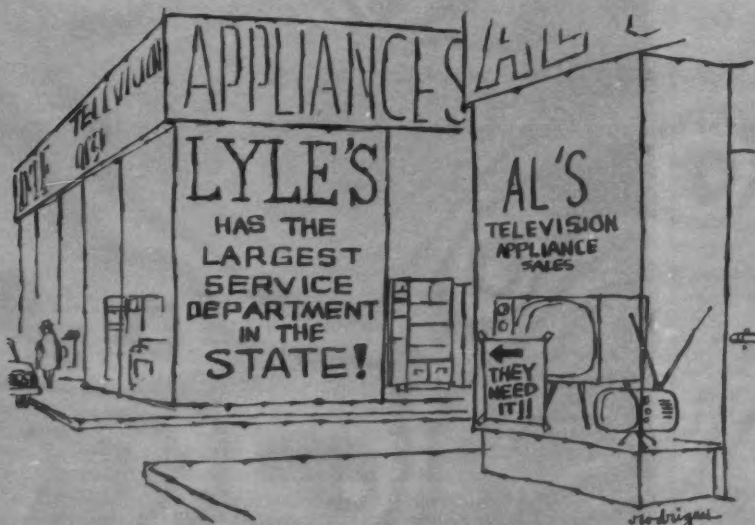
▲ ▲ ▲

How long should you hold on to your tax records? It's up to you to have your records available if the government challenges your tax returns. But you don't want to keep them forever, so how long should they be retained? Here's what tax experts suggest:

- Income taxes. Keep all records, cancelled checks, dividend forms, bills and other financial statements for six years. After that, it will be too late for government action in every kind of case except one: Fraud. For this, Uncle Sam can go back into your records as far as he chooses.
- Gift taxes. Keep all records permanently. This is necessary so that the government can determine the tax. Gift taxes depend in part on how much you have given away in the past.
- Estate taxes. All estate tax returns are audited by the government. Once audited, you should keep your records for another three years. After that it's all right to throw them out.
- Employment tax records. Under a government rule, employers are required to keep records of their employees' incomes and withholding taxes for a period of four years.

▲ ▲ ▲

Special dates to remember coming up within the next few weeks: The Christmas Seal campaign for tuberculosis foundations begins today; Sadie Hawkins Day is Nov. 18; Asparagus Week begins Nov. 19; Thanksgiving Day is Nov. 23, same day National Indigestion Week begins; National Prosperity Week sponsored by Christmas Club Corp. begins Nov. 28.



## IT ALL STARTED WHEN

### England's Queen Anne Granted A Patent Back in 1741



Keeping records has become one of those time-consuming efforts facing every appliance dealer. However, thanks to a few mechanical tools, most of the drudgery has disappeared. When, in 1741, Queen Anne of England granted a patent for a device to reproduce letters of the alphabet "so neat and exact as to not be distinguished from print," it was the beginning of the modern typewriter.

The man who received the patent, an engineer named Henry Mill, was searching for the solution of an age-old problem. The only method known of keeping daily records was to have letters and documents copied with pen and ink by a professional "scrivener." It was a slow method and results were often sloppy. Mill saw that finding a quick, easy way of putting type on paper was the answer, but he wasn't able to turn his idea into a working model.

Word of his idea spread and stirred the imagination of other inventors. The next 100 years saw at least 50 more attempts to make the writing machine a reality. Some of the devices even worked—after a fashion. Most were just weird, impractical contraptions.

Then an American started things rolling: In the early 1820's William Burt invented the "Typographer." A heavy, boxlike affair made mostly of wood, it worked very much like present toy typewriters. You simply turned a wheel to select the desired letter, pressed down a bar to ink the paper. The letters were clear, but handwriting was still faster.

A Frenchman patented a "typographic" machine in 1833 that also worked. Only trouble was, the entire machine moved around the paper! This made it too clumsy for practical use. Russia got into the act about 1840 and built a typewriter that looked like a permanent-wave machine.

An American developed a machine in 1875 that looked like a piano. With 78 type bars arranged in 13 rows, it stood as tall as a baby grand.

Development of a practical typewriter began in 1866. Christopher L. Sholes, a newspaperman, politician and printer, belonged to an informal club of "tinkerers." They met mostly to exchange gossip, but between meetings they worked to perfect unlikely gadgets. Sholes' project was an automatic page-numbering device.

One of the club members suggested to Sholes that he convert his numbering device to a writing machine. Sholes decided to try.

**The idea:** Place the type on a short bar and make it strike up against a piece of paper held in place by a glass plate. It worked. During a demonstration the following week, he managed to print the letter "W" each time he struck the key. It was just a matter of time before he added the rest of the alphabet and numbers. As one reporter of the time wrote: "They let the funny thing go, / And by jingo! / It prints the lingo..."

Sholes and his backer, James Densmore took the machine to E. Remington & Sons, Mohawk Valley, N. Y., gunsmiths and sewing machine manufacturers. A company was established to produce and market the first practical commercial typewriter, the Remington No. 1, which was made in September, 1873.

**ABOUT THE AUTHOR**—The story behind the invention and development of any modern-day product is often full of unsung heroes, brilliant flashes of human insight and downright foolishness. Ben Leerburger, an encyclopedia editor, reports these fascinating tales.



## MARKET REPORTS

**SOUTH . . . MIAMI**—Record-high dealers' September appliance sales in Florida Power and Light Co.'s service area had few, if any, metropolitan Miami retailers claiming laurel wreaths for their share in the success.

Dealers indicated TV and appliance sales only recently were picking up, during the usual slack period which normally ends about Nov. 15. High-end consumer electronics and white goods were moving best, they said.

FPL asserted September's \$11½ million volume was highest ever for the month, and the largest monthly total since December, 1959.

But September business was off for Murry Grimes of Palm TV and Appliances, Hialeah. It bounced back the first half of October, but has been off considerably since. "I'm down 40% from last year. Hialeah is a city of working class people—and they're not working steadily."

Grimes blamed his troubles partly on finance companies for tightening up customer credit.

Stephen Debruin of Jerry's TV & Appliance Sales said, "It's worse than last year. It's a sketchy market—refrigerators one day, washers the next, and something else the next day."

Dick Tugg of Tugg Furniture commented, "Business has been fair. It has to be. We'll probably do 50% more than last year, but 1960 was bad."

Happier was Frank Weldon of Budget Hardware, North Miami: "Business is all right . . . about the same as last year." Appliances and brown goods generally have been dull although his store had been busy right along.

"I don't see any tremendous brightening effect in economic conditions. However, I say the effect is a brightening one. Psychologically, if you talk bright, it gets bright," argued Weldon. "But I really don't see it," he added.

**MIDWEST . . . CLEVELAND**—Majors were quiet in this area. There were no doubts in dealers' minds that the business was there—the demand was there—but nothing in the sales picture had really broken open yet, although volume had picked up since the summer lull.

Dealers were speculating that some sales were waiting for the Christmas season. That brought up the inventory question, with J. P. Sedlak of Sedlak's who commented, "If they wait until Christmas we may have trouble supplying them." Dealers were playing it pretty close, not building inventories to a level that could handle a sharp upturn in the sales charts.

"Things are better than they were, though," said a suburban dealer. "We've had a slight pickup, especially in refrigerators, and newspaper ads seem to be pulling better at this time, too."

Dealers were betting on continued improvement in the general economy to pull them up to a good level of business before year's end. They figured the current picture was reflecting the caution consumers feel about the economy at this point. Prices seemed to be holding firm.

**WEST . . . SALT LAKE CITY**—Utah Power & Light Co. reported that appliance sales were up 12% in Utah-Idaho-Western Colorado areas served by the company during nine months, 1961.

This was a confirmation of predictions from EM WEEK contacts interviewed three months ago who said:

- Appliance sales were soaring, contrary to 1960 experience.

- Air conditioning sales were booming in high Western areas which had usually experienced, at most, about five weeks of torrid weather and were not regarded as prime air conditioning sales areas.

UP&L said its air conditioning sales were at an all time high during the summer of 1961.

As for retailers, they continued to look ahead to volume merchandising during the last three months of this year.

And they appeared, in part, willing to meet the national move toward discounting. "This is because volume appliance merchandisers already are discounters, whatever that means," reported Sam Soter, one of the major producers off main-line downtown and suburban shopping center locations. Soter started business in competition with two major high volume, low price outfits who even during the depression years in northern Utah were giving more sedate merchandisers the heartburn.

His competition, he said, are the people who have been accustomed to 20% markup on appliances. He and his wife are on the floor. Why's his wife there? "Because we built this business. She wants to be with me because she's a part of the game."

**SOUTHWEST . . . HOUSTON**—Appliance sales were running from "good" to "very good" generally, with electronics in the forefront.

Some merchants were crediting Hurricane Carla with an assist in promoting sales during October, as customers from the flooded areas of the Gulf Coast replaced damaged household appliances. The hurricane also accounted for a heavy increase in appliance repair business.

"Our appliance sales are generally good," M. M. Myers, assistant appliance buyer for the Finger Furniture Co. chain on the Gulf Coast, reported. "For a while electronics were going very well, and were way ahead in October, but they've leveled off and white goods are now moving equally well. Sales are generally up over last fall." Myers attributed at least 25% of this increase to purchases by residents of the flooded areas replacing damaged items.

Most appliance dealers in the Houston-Gulf Coast area rushed to offer special credit terms to hurricane victims.

Murray Schoendorf, manager of one of three Wesley Edmondson Co., Inc., appliance stores, said business was a little ahead of last year—"I'd say about 10%."

He said electronics were his store's best selling item, with refrigeration next. Best single item was a combination TV, stereo and AM-FM radio, Mr. Schoendorf reported. Wesley Edmondson handles the Curtis Mathes combination, and has been offering it at \$299.95 with trade.

## THE 4-C FOOD PREPARER

Satin chrome accent for new styling and sales appeal

Single power source—powerful motor with built-in reserve; no extra power unit needed for attachments

Variety of finishes... White, pink, yellow, green, sandalwood and satin chrome

Single beater travels clockwise around bowl while it rotates counter-clockwise—mixes better

4-qt. bowl handles largest cake mixes without overflowing



# NEW FROM

**KitchenAid** A MILLION TOP COOKS have picked KitchenAid—the top mixer that delivers top profit to dealers. Now the new KitchenAid 4-C gives you even more sale "closes." And the timing is perfect, with the Christmas selling season coming up fast.

Demonstrate how the exclusive single beater planetary action principle mixes better, to the bowl edge... and the 14 work-saving attachments that make this mixer a complete food preparer. Show her why KitchenAid is designed for good cooks... built for long life... the one home economists rave about. Push them and profit. **The Hobart Manufacturing Co.**, KitchenAid Electric Housewares Div., Dept. KEM, Troy, Ohio.

**KitchenAid®**  
the dealer's profit appliances

## Jack Paar is selling DOMINION Hair Dryers...

### Are you?

The Jack Paar Show • NBC-TV



Model 1805

Before you buy... be sure to see... Dominion's Seal of Quality  
DOMINION ELECTRIC CORPORATION • MANSFIELD, OHIO



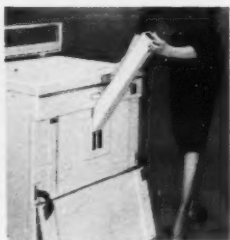
BRINGS THEM IN AND CLOSES DRYER SALES  
LIKE NOTHING EVER DID BEFORE!



FITS EVERY NEW NORGE DRYER... FITS  
EVERY NORGE DRYER EVER BUILT!  
INSTALLS IN 4 QUICK, EASY STEPS:



Snap adapter over  
clothes port.



Slide bottom stem  
onto adapter.



Slide hood onto top  
stem.



Slide hood assembly  
onto bottom stem.  
Tighten thumb-screw.

## Exclusive NORGE HAIR DRYER Attachment!

From every corner of the country, dealers sing the same happy story. "When customers see it, they're sold on Norge!" And no wonder. Never before was there an exciting appliance accessory so useful... and so instantly appealing... to every woman who wants a new clothes dryer. And never before was there a dryer that can do so many jobs so well!

**AMERICA'S ONLY 4-WAY CLOTHES DRYER!**



**Fluff a mink stole... or dry your hair!**  
Only Norge can do both—  
and dry every kind of washable, too!



NORGE SALES CORP., SUBSIDIARY OF BORG-WARNER CORPORATION, MERCHANDISE MART PLAZA, CHICAGO 54  
IN CANADA: MOFFATS, LTD., WESTON, ONTARIO • EXPORT SALES: BORG-WARNER INTERNATIONAL, CHICAGO 3



# new products

## WESTINGHOUSE 1962 Line Features Agitator Washers And An 'All' Refrigerator

For the first time, Westinghouse has added two top-loading, agitator type automatic washers, an "All" refrigerator with more than 90% fresh food storage; and a combination dehumidifier and space heater to its 1962 major appliance line.

Of the 17 laundry appliances, there are 4 sets of Laundromat tumble-action washers with matching electric clothes dryers; 2 new top-loading, agitator automatics with "straight front" clothes dryers; 2 sets of "Spacemates" with matching dryers and 2 wash-and-dry combinations.

**No. LTC-27** is a 2-speed, 3-cycle agitator automatic with flexible control dial; pushbutton controls for selection of water temperatures and wash speeds; large capacity; curved vane agitator with soil ejector beneath; positive fill system; lint filter; water saving switch. **No. LUC** has flexible single dial control with 2 cycles; lint filter; large capacity; soil ejector; positive fill system; porcelain tub and exterior finish.

**Top Laundromat model LAC30** features automatic bleach and fabric conditioner dispensers; multi-speed tumble action; large capacity; 5 programmed cycles including 1 for blankets; cold water wash; automatic lint ejection; triple rinse; self-cleaning; weighing door with suds and water saver; and matching dryer is available in yellow, pink, aqua and coppertan. **LCC-30** has same features without automatic bleach and fabric dispensers; 2 deep rinses; and pre-set automatic wash cycles. **No. LGC-30** has 4 wash cycles; automatic lint ejector; weighing door; suds and water saver; deep double-rinse; full-fill water control; **LLC-30**, 2-cycle model has self-cleaning lint ejector; multi speed tumble action; suds and water saver; handy loading door.

**Dryer models DAC-30, DCC-30, DGC-30 and DLC-30** have direct air flow system; internal lint collection; 115-230v operation; door safety switch; **DAC-30** has 5 separate drying cycles; automatic dry setting; **DCC-30** has 3 temperature settings plus a separate one for automatic drying; flexible timing with each setting. **DGC-30**, has 3 temperature settings; automatic time selection and special "air fluff" setting. **DLC-30** has automatic time selector, 3 drying temperatures.

**KTC-30** has automatic drying system, direct air flow drying system; smooth wall rotating drying basket; safety door switch; 3 drying temperatures; flexible control dial; "air fluff" setting.

There are two additional models, each of the 25-in. "Spacemate" which can be stacked atop the Spacemate washers.

**Refrigerator line** of 12 models consists of 6 Frost-Free models; 7 using the cold injection system.

**Spacemaster, RPC-13** has 11.5 cu.ft. refrigerator volume and 1.1 cu.ft. freezer space; cold injector; 2-position shelf at top; 2 adjustable shelves; 1 glide-out shelf; twin porcelain crispers; built-in egg shelves; easy-open door latch; interior light; and is styled to match Westinghouse upright freezer No. FAC-14.

**Two top models, RAC-16 and RAC-14** have the "center drawer" which opens independently of refrigerator or freezer section and has 2 compartments: one for fresh meats, the other a crisper drawer for fresh vegetables.

The automatic defrosting system, Frost Free, on 6 models, uses the Westinghouse method, a counting device that checks the number of times both freezer or refrigerator doors are opened.

When right number is reached, a heater turns on to melt any film of frost.

**Westinghouse has added 2 more dehumidifiers** to its dehumidifier line. One, Custom Supreme, **ECH-13**, is a combination dehumidifier and heater that not only dehumidifies but also serves as a room or space heater.

**High quality, simple operation** and easy cleaning keynote the 1962 free-standing range line, which

features a 140 deg. setting on the oven dials; recessed and covered platform lights; a surface unit signal light on every automatic model; removable trim rings under all surface units; rotisseries in all top models. The line consists of 2 double-oven, 40-in. models **KAC-40** and **KBC-40**; 4 single oven, 40-in. models, **KCC-40**, **KDC-40**, **KEC-40**, **KFC-40**; and 5 30-in. models, **KAC-30**, **KCC-30**, **WDC-30**, **KEC-30**, **KFC-30**; and an apartment-size range; **KEC-21**. *Westinghouse Electric Corp., Columbus, Ohio.*



Westinghouse "All" refrigerator



Westinghouse free-standing range



Westinghouse top-loading, agitator washer



## MERCHANDISING SUPPLEMENT

### NEW PRODUCTS— NEW SALES

THIS SECTION CAN BE  
ECONOMICALLY USED FOR:

### MORE SALES— MORE PROFITS

A special classification for manufacturers desiring advertising in space smaller than the minimum run-of-book display space. The space available in this section is 1 to 6 inches.

REACH ALL BUYING INFLUENCES  
RATES—ON REQUEST

## LIFSCHULTZ FASTEST TO BOTH COASTS



Over 62 years of dependable ON-TIME Freight Forwarding Service.

We welcome your inquiry.



PROMPT DAILY PICKUP and DELIVERY

## LIFSCHULTZ FAST FREIGHT



CASWELL SPEARE PUBLISHER

DALE R. BAUER ADVERTISING SALES  
MANAGER

Philip G. Weatherby, General Manager, Home Goods Data Book; Robert P. Green, Promotion Manager; Henry J. Carey, Director of Market Research; Peter Hughes, Production Manager; Marie Restaino, Production Assistant.

#### DISTRICT MANAGERS:

NEW YORK: Philip G. Weatherby, Sanford Wiedenmayer, 500 Fifth Avenue, N.Y. 36, N.Y., OX. 5-5959.

PHILADELPHIA: H. Sherman Davis, 6 Penn Plaza, Philadelphia 3, Pa., LO. 8-4300.

ATLANTA: Raymond K. Burnet, 1375 Peachtree St., N.E., Atlanta 9, Ga., (Atlanta) 875-0523.

CHICAGO: Edward J. Brennan, Bruce Tepaske, 645 N. Michigan Ave., Chicago 11, Ill., MO. 4-5800.

DALLAS: John Grant, 901 Vaughn Bldg., Dallas 1, Tex., RI. 7-5117.

DETROIT: Robert J. Scannell, 856 Penobscot Bldg., Detroit 26, Michigan, WO. 2-1793.

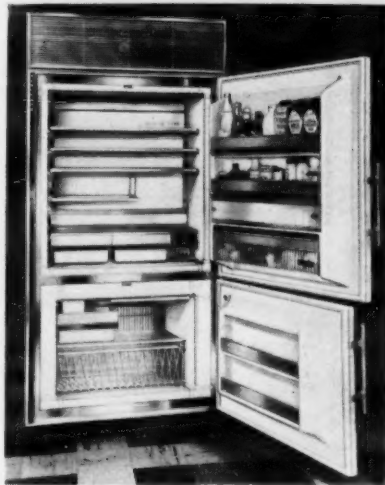
HOUSTON: Joe Page, W-724 Prudential Bldg., Houston 25, Tex., JA. 6-1281.

LOS ANGELES: Noel Humphrey, 1125 West Sixth, Los Angeles 17, Cal., HU. 2-5450.

SAN FRANCISCO: Thomas H. Carmody, 255 California St., San Francisco 11, Calif., DO. 2-4600.

PORTLAND: Scott Hubbard, Pacific Bldg., Yamhill St., Portland 4, Ore., CA. 3-5118.

## SUB-ZERO 1962 Built-In Refrigerators



130BIRF-1 DELUXE

The 1962 line of Sub-Zero built-in refrigeration consists of 13 models for small, medium and small kitchens. Exteriors are streamlined; interiors have many refinements; automatic defrosting; all models are completely self-venting—no special kitchen cabinets needed to "house" most models; no special refrigeration "hook up" required; installation is simple and inexpensive. Removable front panels permit great flexibility in designing a kitchen; front panels are easily removed and replaced with other materials such as woods, plastics and steel.

No. 130BIRF-1 Deluxe, illustrated, is "over-and-under" type with an 11.7 cu. ft. refrigerator and 5.5 cu. ft. freezer designed to hold 193 lb. of frozen food.

This is a free-standing cabinet with flanged front edges; is completely self-contained and self-venting. Each section has a separate compressor and adjustable temperature control. It is equipped with an automatic ice maker; handy swing-out storage basket in the automatic frost-free freezer section; this arrangement is also available in No. 160BIF-1 Deluxe single freezer. These 2 models only, are available with frost-free freezers. All refrigerator and refrigerator sections are completely automatic self-defrosting.

The 1962 line includes "over and under", "side by side" and separately located types. Refrigerator capacities range from 9.5 to 16.9 cu. ft.; freezer capacities from 4 to 14 cu. ft.

Features include neutral tone interiors; new lighting effect; anodized aluminum pull-out shelves which harmonize with interior; shelf-in-door section of refrigerator; provides plenty of space for small and tall bottles with special compartments for butter, cheese, etc.; tilting fruit basket.

All models come in white, pink, yellow and turquoise. Coppertone, Copper Deluxe, stainless steel and unfinished woods, available extra. All are available for remote installation if desired, and come with right or left-hand doors.

Thick laminar Fiberglas insulation is used throughout; a separate condensing unit and adjustable temperature control is used for each section except No. 125BIRF.

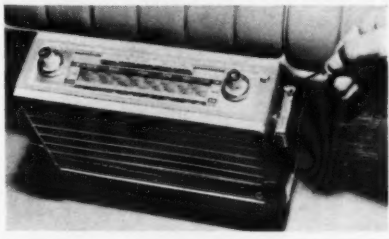
Every freezer shelf is a fast freezing surface except Nos. 130BIRF and 160BIF-1 deluxe. All freezer sections except those equipped with automatic ice maker, have 4 deluxe ice cube trays as standard equipment. Sub-Zero Freezer Co., Inc., Box 2017, Madison, Wis.

## GRUNDIG-MAJESTIC Car-Portable Radio

A new, all-transistor portable radio that receives AM and FM as well as shortwave and marine bands, the Roadmaster by Grundig-Majestic, comes with a mounting kit that converts it into an under-dash car radio in 5 min. With the new 3½ lb. Roadmaster, it is possible to have fade-free FM reception even among high-rise buildings. Operating as a portable, it uses its own 9v power pack (6 1½v batteries in series). Using the car-mounting kit, a mechanical installation requiring no electronic skills, the portable slides into built-in sockets to utilize the car's antenna and 6 or 12v electrical system, and its own speaker, which can be operated off the portable's power pack. An exclusive locking device secures this installation from theft.

Roadmaster contains 11 transistors, 6 diodes, 3 rectifiers together with a telescopic antenna that is switchable to FM, shortwave or marine bands from 2.5 to 5 mc, shortwave from 5.9 through 12.5 mc; and the standard AM band. A permanent push-pull dynamic "Superphonic" speaker delivers maximum volume for outdoor activities with separate continuous tone controls for bass and treble boost. 2-tone finish of gray or beige.

Price, \$149.95. Majestic International Sales, 743 N. La Salle, Chicago, Ill.



## LAU Shelter Ventilator

Shelt-A-Vent, a fall-out shelter ventilator is announced by Lau. It can be operated by hand or through a motor connected to any regular 110v circuit. The motor provides ventilation to remove stale damp air prior to a shelter's occupancy or while electricity is still available. With the hand crank, the ventilator delivers the same amount of air, through turning a gear drive as with a motor. Only periodic hand cranking would be necessary to bring in fresh air. When electricity is available it can be connected to an automatic timer for periodic air moving.

Mounted on a galvanized steel base with a clamp, it can be mounted on a table, sill, ledge or beam. Standard 6-in. diameter ductwork is connected to the ventilator's side and run to the outside of shelter for fresh air intake. A reducing collar can be attached for smaller diameter ducts. It delivers from 100 to 250 cfm, depending on diameter of intake duct. The Lau Blower Co., 2027 Home Ave., Dayton 7, Ohio.

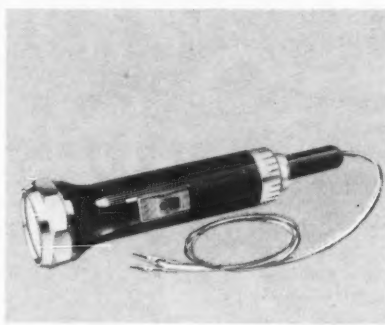


## FRIGIDAIRE Enters Dry Cleaner Business

A new high speed drycleaner, "Frigidaire Rapid Drycleaner" designed for use in self-service type stores is being introduced by Frigidaire. It is capable of dry cleaning five 8-lb. loads of clothing per hour, using conventional solvent.

The high-speed spin-drying action of the cleaning unit provides such rapid and complete extraction of the solvent that drying time is reduced to a minimum. The high rate of solvent extraction is made possible by a spinning action of 1140 rpm. Clothes can be completely dried in about 11 min. Another factor contributing to the short cleaning cycle is the adaptation of the 3-ring agitator principle of Frigidaire's automatic washer to the dry-cleaning operation. Clothes are continually immersed in energized solvent, speeding the cleaning action.

The unit consists of a cleaner, dryer and filtering system housed in a booth. The cleaner is installed on the floor in one section with access space in front for the attendant. The dryer is built into the left side of the booth at convenient height, facing the cleaner. Clothes can be moved easily from the top-opening cleaning unit to the dryer by the attendant. Overall, the booth is 5 ft. 1 in. wide; 6 ft. 2 in. deep and 6½ ft. high. The unit can be installed as a single unit or in multiple arrangement. Necessary venting, plumbing and electric outlets are built into the unit. Frigidaire Div., General Motors Corp., Dayton, O.

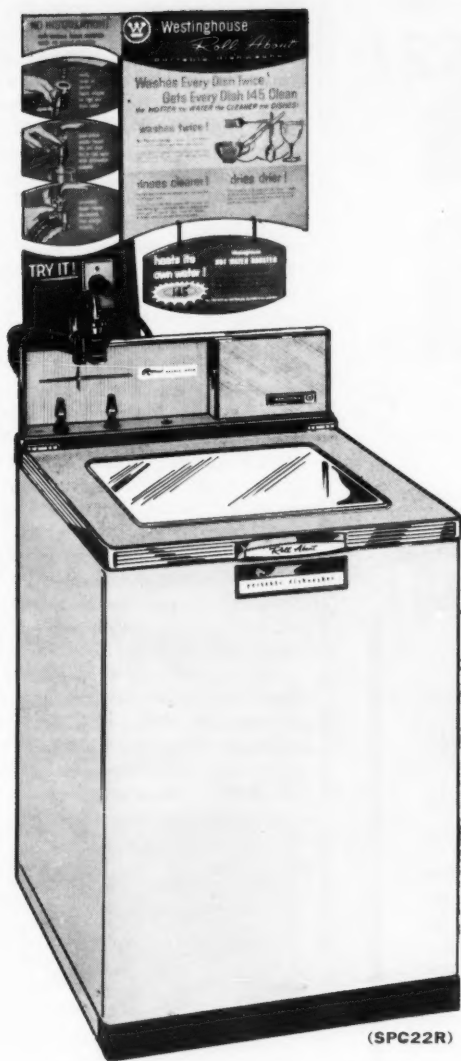


## RAY-O-VAC Tester Flashlight

Ray-O-Vac N22T continuity tester and flashlight combination tests electrical circuits, controls, etc. A heavy duty flashlight with special end cap holding a detachable continuity tester; a jack plugs tester into flashlight; contact is made with system to be tested by insulated positive spring grip clips. Circuit is complete if flashlight lights after attaching the tester. Ray-O-Vac Co., Madison 10, Wis.



# IN DISHWASHERS TOO... FOR 1962... WESTINGHOUSE EXTRAS MAKE THE DIFFERENCE!



1962 REGISTERED ROLL ABOUT. Display includes litho panel-mobile, demo-faucet, and special look-in demonstration lid... a complete washing action/no installation demonstration display... needs no plumbing or special wiring.

Only Westinghouse washes  
every dish twice... gets  
every dish 145° clean

New...30% Larger Capacity\*  
New...Double Wash!  
New...145° Hot Water Booster!  
New...Triple Rinse!  
New...Clear Rinse Injector!  
New...Double Fan Drying!

\*NEMA Service for 13

BUY EITHER  
MODEL...GET  
SALES-MAKER  
DISPLAY  
FREE!

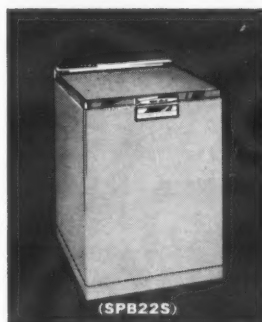


You can be sure...if it's  
**Westinghouse**

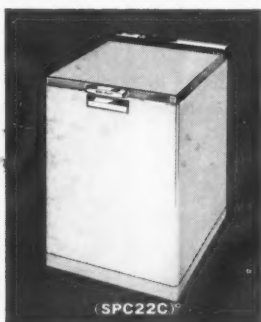


1962 IMPERIAL ROLL OUT. Display includes hard-selling traffic-stopping, built-in "Roll Out" WashWell® demonstration with special simulated counter top... a selling center in only four square feet of floor space.

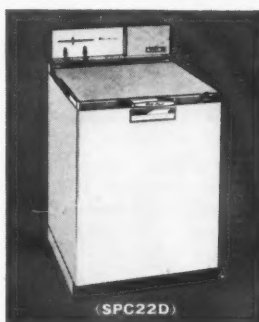
## NOW, A DISHWASHER MODEL FOR EVERY PROSPECT...



Now Westinghouse offers a Special dishwasher model at a new low, low price... designed to get people into your store. Idea: for use as an advertising leader.



Use this new budget-priced Custom Roll About to sell up from the Special. Has Double Wash, Triple Rinse, Double Fan Drying, and NEMA service for thirteen.



Westinghouse Deluxe Roll About is priced as well as plus-featured for volume sales. Has the exclusive 145° Hot Water Booster and Detergent Storage Compartment.



Registered Roll About has all the 1962 features a prospect could want... including a Clear Rinse Wetting Agent Dispenser and Multi-Purpose Connector.



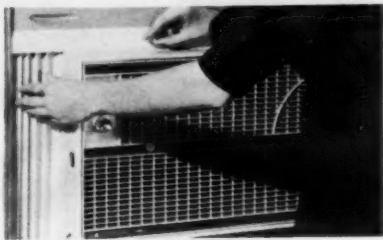
For your budget-minded prospects, Westinghouse offers this Custom Roll Out. Has Double Wash, Triple Rinse, Double Fan Drying plus NEMA 13 capacity.



Imperial Roll Out is designed for those who want the finest built-in dishwasher. Has every feature including the new Clear Rinse Wetting Agent Dispenser.

## new products

CONTINUED



### ADMIRAL 1962 Air Conditioners

Air conditioner 1962 highlight is a 2½ hp window unit with 28,000 Btu cooling capacity. This new Imperial model removes up to 7½ pints of moisture per hour; has pushbutton comfort controls, 5 of which are

illuminated; 5 adjustable air flow louvers; 3-speed fan and exhaust control.

Available in 4 series: the slim Ruler models have Flex-O-Mounts attached for simple installation; Coronet, Royal and Imperial all have high density fiberglass insulation.

Less than 1 ft. deep, the 1 hp Ruler models install in minutes; cooling capacities range from 5800 to 7200 Btu, are suitable for average size room; 2 models draw 7½ amps and a larger unit with 2-speed fan motor draws 10 amps.

Coronet, 1 hp series, rated at 9000 and 10,000 Btu have squirrel cage fans with 2-speed adjustments; the chassis slides out and can be stored for winter.

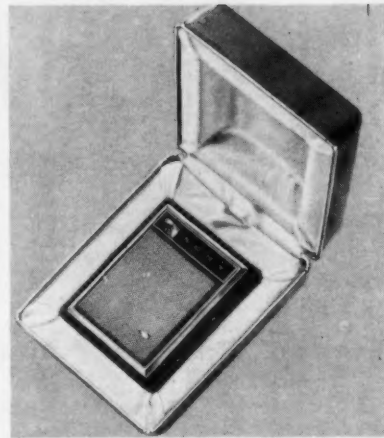
Two 1½ hp and a 2 hp are in the Royal series, which operates on 230v; they are rated at 12,000, 15,000 and

17,500 Btu; with 2 speed, squirrel cage evaporator fans; 3 position exhaust controls and can be installed flush inside or outside.

In addition to the 2½ hp, there is a 2 hp Imperial rated at 23,000 Btu with pushbutton controls; 3 speed evaporator; 5 adjustable air-flow louvers.

Automatic thermostats, germicidally treated poly-sponge air filters which can be rinsed clean and replaced; rust-resistant galvanized steel cabinets are in all models.

An automatic timer has been introduced as an accessory. The desired "on" and "off" times are set on the lower dial and the desired days of operation are chosen on upper dial. Available in 115 or 230v, they carry a suggested retail price of \$20. Admiral Corp., 3800 Cortland St., Chicago 47.



Sony TR-730

### SONY Transistor Radios For Christmas

Three new transistor radios are announced by Sony for Christmas buying. The units are different in design from any other Sony products:

**No. TR-630**, a deluxe 6 transistor set slips inside pocket or purse; weighs 7 oz.; it is the size of a package of cigarettes with a styrol case and hand-strap. An inverted cone speaker gives tone quality with volume; high or low tone may be selected along with station or volume at touch of a finger; accessories include a battery, earphone and leather case. Comes in black or white.

**No. TFM-122**, FM-AM transistor radio with twin speakers has a walnut cabinet; a terminal for FM multiplex adaptor; 2 4-in. speakers; 2 swivelling telescopic antenna for FM reception; high or low tone control, and an audio input terminal for record player.

**No. TR-730**, 7-transistor pocketable radio is less than 3 in. high; weighs less than 7 oz.; tone and volume are selected with touch of a finger on easy moving dial; accessories include a leather case, battery and earphone; black and gold or white and gold.

**Prices**, TR-630, \$24.95; TFM-122, \$129.95; TR-730, \$39.95. Sony Corp. of America, 514 Broadway, New York 12, N.Y.



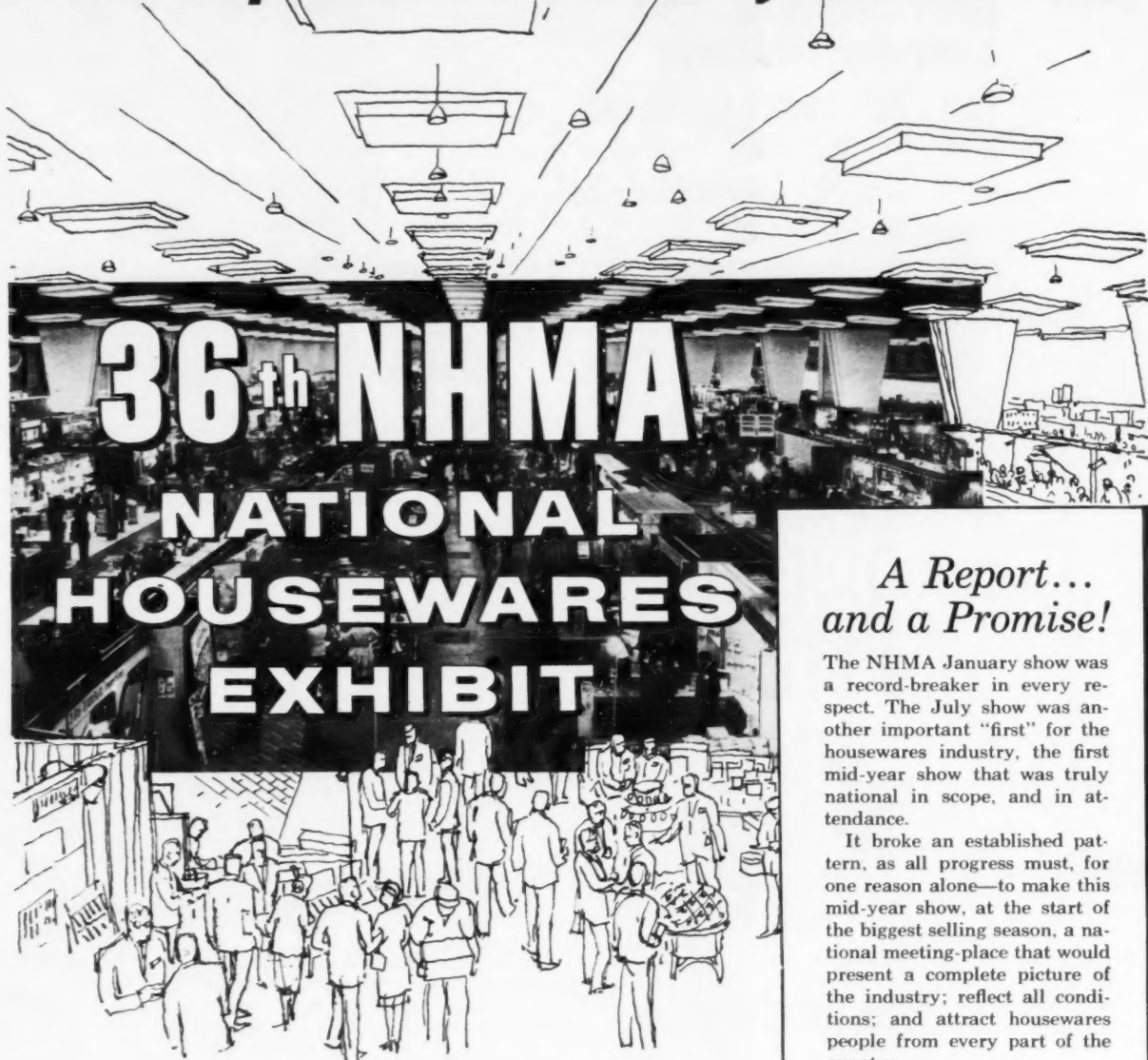
Sony TFM-122

### DYNAVOX Stereo Phono

No. 611, automatic, 4-speed stereo hi-fi phono has 5w peak output, 2 volume controls; dual tone control and deluxe VM changer with automatic shut-off, which turns off charger and amplifier after last record. Coral and ivory or charcoal and white finish; handle and grille cloth to match. **Price**, \$69.95, Dynavox Corp., 40-05 21st St., Long Island City 1, New York.



## First important date for you...in '62!



# JANUARY 15-19, 1962

## McCormick Place Chicago

### A Report... and a Promise!

The NHMA January show was a record-breaker in every respect. The July show was another important "first" for the housewares industry, the first mid-year show that was truly national in scope, and in attendance.

It broke an established pattern, as all progress must, for one reason alone—to make this mid-year show, at the start of the biggest selling season, a national meeting-place that would present a complete picture of the industry; reflect all conditions; and attract housewares people from every part of the country.

Thanks to splendid cooperation from every quarter, the success of this past show completely corroborated the new pattern.

The purpose, and promise, of the NHMA remains, as always: To serve the best interests of the nation's housewares buyers and sellers, as changing conditions may suggest and permit. The January 1962 show will fulfill that promise more completely than ever.

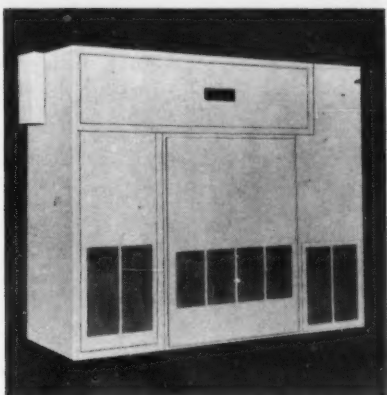
*Serving the housewares industry since 1938*

**NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION**

(Incorporated not for profit)

1130 Merchandise Mart • Chicago 54, Illinois





### ARKLA Gas Air Conditioners

Arkla announces a family of "remote" gas air conditioning units in 3.5, 4.3 and 5 ton capacities along with its conventional "All-Year" units from 2 to 6.4 tons:

Four designs in 3.5 ton capacity year-round cooling and heating units: 3 4.3 ton models including an "add-on" for cooling only; 6 5-ton units including an add-on; a 6.4 ton Sun Valley; 2 series DF-3000, 25-ton direct fired units; and series 3000 steam operated chillers. Designs include indoor, outdoor or rooftop installation; "remote" outdoor or indoor installation with separate air handling in 3.5, 4.3 and 5-ton "hydronic" system using chilled or hot water; broad flexibility of air handling equipment with matching fan-coil-filter units in crawl spaces, basements, closets, attics or ceiling-suspended with rooftop installation of chiller-heaters; and adaptable for individual room control. Vertical up-flow and downflow units and reversible horizontal units with airflow in any direction are also available. *Arkla Air Conditioning Co., 812 Main St., Little Rock, Ark.*

### PIONEER Water Heaters

**Newest addition** is the Special Purpose compact units in 4, 6, 10, 12 and 20 gal. sizes. These small heaters are designed to fill a need for installation where small quantities of hot water are needed daily, and can be operated on 110v current. They are especially useful where requirements are not sufficient to warrant installation of 220v electrical lines and large capacity heaters. They are also suitable for "out-of-the-way" locations. The 4-gal. model is 14 in. square by 11½ in. high; 20 gal. models 14 in. around by 45½ in. high.

**Also designed** for use in locations where space is limited are the Pioneer Space-Saver models in 30, 40 and 50 gal. sizes.

**Pioneer table top model** is totally enclosed, and is 36 in. high. Designed for installation in service porch or kitchen, to fit flush with other cabinets or appliances. Comes in 30, 40 and 50 gal. capacities with white porcelain top. Recessed front base. **An upright heater** with top water connections and front connections rounds out the line. *Pioneer Mfg. Co., 3131 San Fernando Rd., Los Angeles 64, Calif.*



VENTNOR 3K119

### OLYMPIC TV and Stereo Hi-Fi

A new dual channel AM-FM Stereo-Center combination and a promotionally priced stereo console with AM-FM radio are announced by Olympic. **Ventnor, 3K119**, provides AM-FM ra-

dio as standard equipment together with a 23-in. TV picture and a dual channel hi-fi stereo phono. The hand-wired power transformer chassis is newly designed for maximum stability, sensitivity and brightness; it has the latest high-gain shadow grid tuner and shadow grid IF tubes. Comes in mahogany, limed oak or walnut, and is 31¾x45x18½ in. Separate speaker enclosures can be plugged into the stereo switchboard, which is an integral part of the unit.

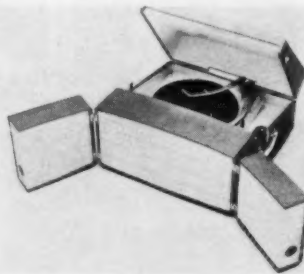
**Arnold, 1765**, AM-FM radio and automatic record-changer has 3-switch sound control center and multi-sonic 6-speaker sound system in mahogany, limed oak or walnut. It is 39 in. long, 30 in. high and 16¾ in. deep.

**Price**, Ventnor, \$349.95. *Olympic Radio & TV Div., The Siegler Corp., 34-01 38th Ave., Long Island City 1, N.Y.*

### TELETONE Portable Phono

Teletone announces a portable radio-phono with AM-FM and multiplex. **No. 3678** has a five-speaker system, 3 stereo amplifiers, deluxe VM changer, diamond stylus and an AM-FM radio with multiplex adapter.

**Price**: \$169.95. *Teletone Co. of America, 1668 Webster Ave., New York 57, N. Y.*



## OLYMPIC SCOOPS THE MARKET!

# 2 FULL-QUALITY FULL-PROFIT SALESMAKERS!

### NEW! Olympic StereoCenter with AM/FM Radio

Compare these value-packed features:

- 23" TV (diagonal measure)
- STEREO HI-FI PHONO
- AM/FM RADIO
- MULTI-SONIC DUAL SOUND SYSTEM
- HAND-WIRED CHASSIS
- POWER TRANSFORMER
- EXCLUSIVE SOUND CONTROL PANEL

sensationally priced to retail at

## 349<sup>95</sup>



Model 3K119

### NEW! Olympic Stereo Hi-Fi with AM/FM Radio

Check these extra-value features:

- STEREO HI-FI PHONO
- AM/FM RADIO
- MULTI-SONIC DUAL SOUND SYSTEM
- HAND-WIRED CHASSIS
- EXCLUSIVE SOUND CONTROL PANEL

sensationally priced to retail at

## 199<sup>95</sup>



Model 1765

only from

WORLD'S LEADER IN COMBINATIONS  
**Olympic.**

DIVISION OF THE SIEGLER CORPORATION

CALL YOUR  
OLYMPIC DISTRIBUTOR  
TODAY  
FOR YOUR  
FULL-PROFIT  
PRICES!

ADVERTISED IN LIFE • LOOK • POST • HOUSE BEAUTIFUL • HOUSE & GARDEN • LIVING • GOOD HOUSEKEEPING • EBONY • N. Y. TIMES MAGAZINE • "THIS WEEK" SUPPLEMENT  
Olympic Radio & Television • Olympic Building • Long Island City 1, N. Y. • World's Leader in Combinations • TV • Stereo Hi-Fi • Radios • Phonographs

## PEOPLE IN THE NEWS

**Regina Corp.**—Paul J. Currier was named advertising manager after more than six years experience in advertising, including positions with Tung-Sol Electric, DuMont Labs, and most recently, Purolator Products, Inc.

**Pioneer Manufacturing Co.**—Ed Headrick, who joined the company in 1954 as a sales representative, has been appointed general sales manager. He was formerly associated with Southern California Gas Co. in various marketing posts.

**Westinghouse Electric**—Marketing



P. J. Currier  
of Regina



E. Headrick  
of Pioneer



L. W. Smith  
of Westinghouse



R. W. Eckman  
of Westinghouse

personnel changes in the major appliance division, effective Dec. 1, are as follows:

Leonard W. Smith, formerly merchandising manager, takes the post of manager—future programs. He joined the company in 1958. He has had 30 years experience in appliance

merchandising, including director of sales planning for Norge.

Robert W. Eckman has been named national merchandise and training manager, moving up from regional merchandising manager.

David L. McDonald, who returns to Westinghouse after three years

with Dancer, Fitzgerald and Sample Advertising in charge of the Frigidaire account, will assume duties in advertising, promotion, training and general marketing programs.

**Norcold, Inc.**—Richard E. Hewitt was chosen national marketing manager of the consumer products division. He comes to Norcold from Gaffers & Sattler where he was manager of advertising and sales promotion.

**Siegler Corp.**—Robert T. Burns, Jr., has been appointed regional sales manager for the Olympic Radio & TV Division for Texas and Oklahoma. He had been sales representative in the same area for Eureka Vacuum Co. and for Norge.

**Thomas Organ Co.**—Bruce Marr leaves Monarch Electronics, where he was assistant advertising manager, to join the advertising department as assistant sales promotion manager.

**Homart Development Co.**—William W. Callahan was named vice president of the shopping center company, a subsidiary of Sears, Roebuck and Co. Previously, he was promotion director of the Hillsdale Shopping Center, San Mateo, Calif.

**Admiral Corp.**—Kenneth W. Trout has been chosen sales manager, freezer division. He had been sales manager of Ben-Hur Mfg. Co., and before that, he held sales positions with Westinghouse and Crosley.

**Whirlpool Corp.**—Curvin J. Trone, Jr., has been promoted to operations controller. He had served Whirlpool as director of budgets and later as assistant to the president.

**Proctor-Silex Corp.**—J. Norman Scott moves up to manager of the North Carolina toaster factory after serving in the Philadelphia headquarters as manager of the manufacturing engineering dept. He joined the company in 1950 as a toolmaker at the Baltimore plant.

**Harper-Wyman Co.**—Howard J. Goss has been appointed vice president and director of marketing. He joined the company in 1938 as a design engineer, and has since served as assistant sales manager and vice president of sales.

Richard O. Ives, formerly director of foreign operations will take over the post of sales manager.

**Hoffman Electronics Corp.**—Arthur L. Powers, formerly comptroller for G-E in Mexico City, has joined the company in the newly created position of corporate controller.

**Sylvania Electric Products**—E. Bruce McEvoy was named distributor sales manager for electronic tube sales. He succeeds Harold H. Rainier who retires Jan. 1. McEvoy joined the company in 1944 as a sales representative.

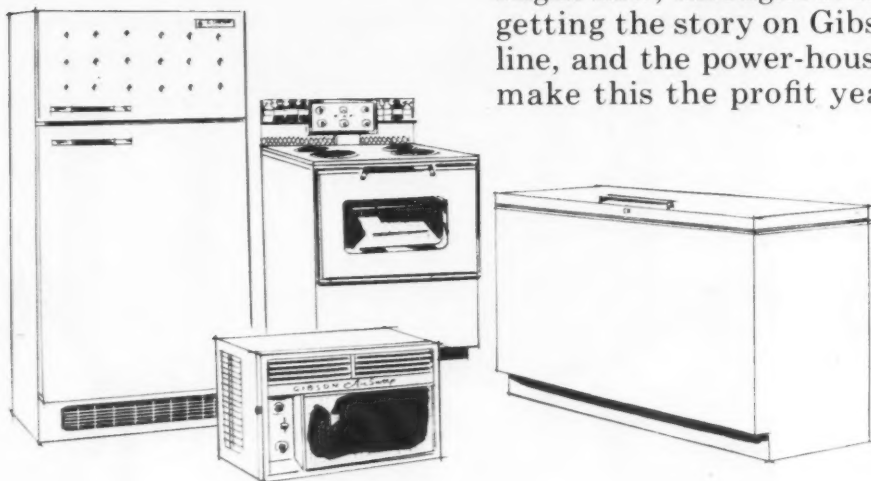
**Murray Corp. of America**—Ford Staples, assistant to the president, has been elected corporation secretary. He has been with the company for 30 years.

**Du Pont Co.**—Edwin B. Hobaugh has been named to the newly created position of product manager for lawn and garden chemicals in the industrial and biochemical department.

# GIBSON APPLIANCES 85th ANNIVERSARY DAYS!

## A POWER-HOUSE PROMOTION FOR PROFIT-MINDED APPLIANCES DEALERS!

Right now, throughout the country, Dealers are getting the story on Gibson's 85th Anniversary line, and the power-house promotions that will make this the profit year for Gibson Dealers.



85th Anniversary Days — a continuing retail sales event that can mean big business for you this fall! New products, new prices, new promotions! Get the complete story from your Gibson Distributor!

Hawaii calls... return with

VIA LAS VEGAS

# Gibson

Gibson Refrigerator Sales Corporation, Greenville, Michigan, Subsidiary of HUPP Corporation



# HOLIDAY PROFITS

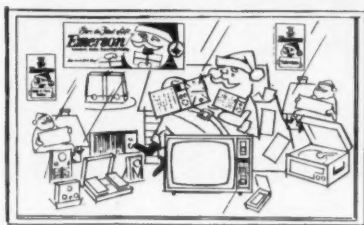
BIGGER

WITH  
*Emerson*

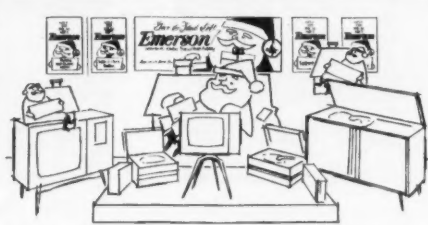


FREE  
SANTA  
SALESMAN  
DISPLAY  
KIT

SANTA SALESMAN MAKES YOUR CHRISTMAS A WHOLE AREA OF CHRISTMAS CHEER



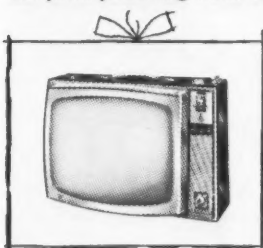
GAY WINDOW DISPLAY



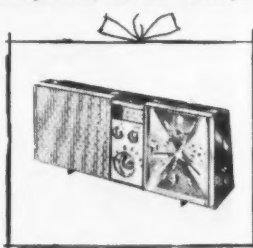
BRIGHT IN-STORE DISPLAY

Use Emerson's Santa Salesman to put your whole store in the Christmas spirit — and your customers in a buying mood! The Merchandiser is an eye-catcher that marks your store as headquarters for America's Best Buys in Christmas gifts. The colorful pennants, streamers and set tops spread the Christmas spirit around wherever you place them. A special pilfer-proof bag cover of transparent, self-adhesive plastic is included with every display.

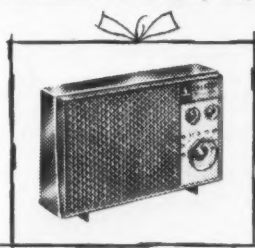
Here's the hardest working gift merchandiser you've ever had in your store. Emerson's giant Santa Salesman gift wraps every television, radio and phonograph in the line for fastest Christmas sales ever. This gay promotional package is sure to stimulate peak gift sales . . . and put a wreath of profits on your front door. It's yours FREE. Don't miss out . . . reserve space in your window or store now. Write, wire, or phone your Emerson distributor today!



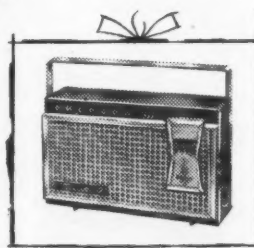
MODEL T1800 19-inch†  
Portable TV with Built-in  
Sleep Switch—\$178.00\*



MODEL 1706 "Lifetimer III"  
Sleep-Saver Clock Radio—  
\$29.88\*



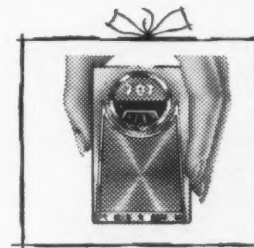
MODEL 1702 "Decor-ette"  
Table Radio — \$17.88\*



911 ELDORADO 9-Transis-  
tor Pocket Radio—\$39.88\*



888 VANGUARD 8-Transis-  
tor Pocket Radio — \$29.88



EMERSON 707 8-Transistor  
Vest Pocket Radio—\$29.88\*

†172 sq. in. viewable area

\*Suggested list. Slightly  
higher in some areas.



*Emerson*

680 FIFTH AVENUE, NEW YORK 19, N. Y.

NOVEMBER 13, 1961

# Consumer Electronics: Latest From Japan



Another new transistorized television set—this one with a 14-inch screen—showed up without a price tag at Japan's Electronic Parts Show in Tokyo. The producer: Sanyo.

Larger transistorized television sets, more transistors for radios, trancievers and more stereo phonographs grabbed the spotlight at this year's Japanese Electronic Parts Show in Tokyo.

**Top new item:** Portable trancievers which were shown at the show for the first time by major manufacturers. Heretofore, most trancievers for the U.S. market have been manufactured by small Japanese shops, but this factory pattern could change rapidly. (EM WEEK, Oct. 30, p.3.)

Behind the surge of interest: A search for new products for the export market and a recent authorization by Japan's Postal Ministry for electrical firms, both large and small, to sell a total of 47 brands on the Japanese market.

Now, large Japanese manufacturers—Toshiba, Matsushita, Sanyo, for example—have started to produce the trancievers. Most Japanese units use four to nine transistors, sell anywhere from \$13.50 to \$27.50 a unit, F.O.B. Tokyo, for an order of 500 or more.

**FM-AM tube and transistor radios** got a big play at the show, although almost the entire Japanese production is currently being exported to the U.S.; Japan is only planning to start FM broadcasting next June.

Toshiba showed up with a two-band stereo radio listing for \$100. And Sanyo, whose radios are sold in the U.S. by Channel Master, displayed a transistorized television with a 14-inch picture tube instead of the usual eight-inch screen. But there was no price tag on the set.

There was more emphasis on stereo components and phonographs. Tape recorders with more deluxe features and bigger tickets—\$75 to a little over \$100—got more play, too.



Osaka Onkyo showed a new line of 100 milliwatt nine-transistor trancievers. Japanese retail list: \$33.33.



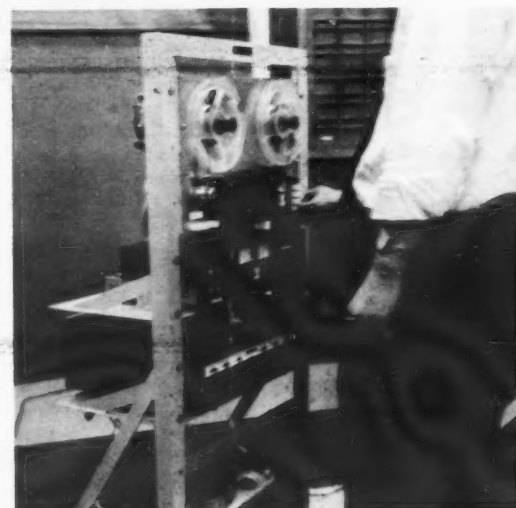
Trancievers were popular at the show. Here's another display produced by giant Matsushita Electric Corp.



Toshiba showed thin stereo console with drop-down turn table (rear) and stereo radio with \$100 list.



Here's NEC's giant stereo console complete with remote control. It combines TV, tape, phono and radio.



Griffin Boeki, started by two American GI's, brought their line of components to show for the first time.

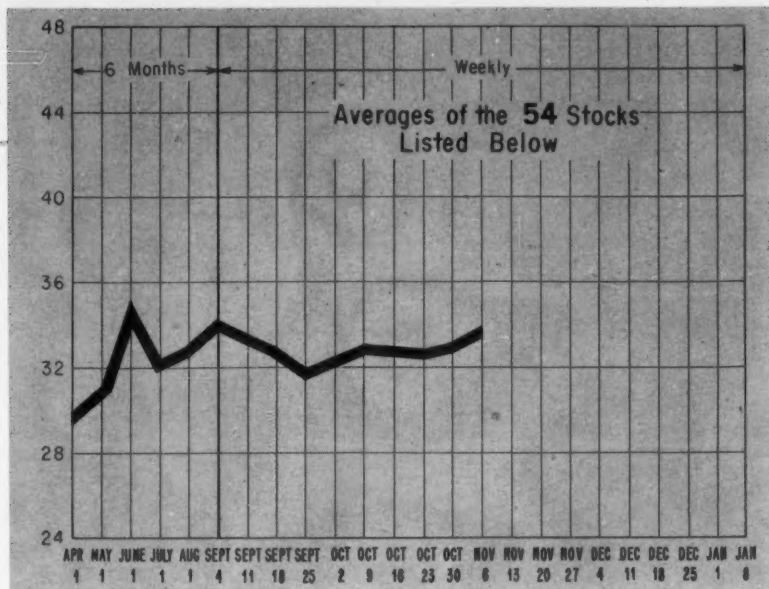


Pioneer Electric displayed a line of amplifiers receivers, speakers and packaged units at the show.



# TAKING STOCK

A quick look at the way in which the stocks of 54 key firms within the industry behaved last week. This summary is another exclusive service for readers of EM WEEK.



Stocks and Dividends in Dollars	1961		Close Oct. 30	Close Nov. 6	Net Change
	High	Low			
<b>NEW YORK EXCHANGE</b>					
Admiral	15 <sup>1</sup> / <sub>8</sub>	10 <sup>5</sup> / <sub>8</sub>	13 <sup>1</sup> / <sub>2</sub>	14 <sup>3</sup> / <sub>8</sub>	+ <sup>7</sup> / <sub>8</sub>
American Motors 1.20	21 <sup>1</sup> / <sub>4</sub>	16 <sup>1</sup> / <sub>2</sub>	17 <sup>7</sup> / <sub>8</sub>	18 <sup>1</sup> / <sub>8</sub>	+ <sup>1</sup> / <sub>4</sub>
Arvin Ind. 1	28 <sup>1</sup> / <sub>8</sub>	20	26	26 <sup>1</sup> / <sub>2</sub>	+ <sup>1</sup> / <sub>2</sub>
Borg Warner 2	46 <sup>1</sup> / <sub>2</sub>	35	43 <sup>1</sup> / <sub>4</sub>	44	+ <sup>3</sup> / <sub>4</sub>
Carrier 1.60	49	32 <sup>1</sup> / <sub>8</sub>	40 <sup>3</sup> / <sub>8</sub>	42	+ 1 <sup>5</sup> / <sub>8</sub>
CBS 1.40B	42 <sup>3</sup> / <sub>8</sub>	31 <sup>1</sup> / <sub>2</sub>	36 <sup>3</sup> / <sub>8</sub>	36	- <sup>3</sup> / <sub>8</sub>
Chrysler 1A	57 <sup>3</sup> / <sub>8</sub>	53 <sup>1</sup> / <sub>2</sub>	52 <sup>3</sup> / <sub>4</sub>	55 <sup>1</sup> / <sub>8</sub>	+ 2 <sup>3</sup> / <sub>8</sub>
Decca Records 1.20	47 <sup>1</sup> / <sub>2</sub>	32	35 <sup>1</sup> / <sub>4</sub>	36 <sup>1</sup> / <sub>4</sub>	+ 1
Emerson Electric 1 BXD	88 <sup>1</sup> / <sub>4</sub>	50	75 <sup>1</sup> / <sub>4</sub>	79 <sup>3</sup> / <sub>4</sub>	+ 4 <sup>1</sup> / <sub>2</sub>
Emerson Radio .37T	16 <sup>3</sup> / <sub>4</sub>	11 <sup>1</sup> / <sub>8</sub>	12 <sup>5</sup> / <sub>8</sub>	13	+ <sup>3</sup> / <sub>8</sub>
Fedders 1 B	25 <sup>1</sup> / <sub>8</sub>	17 <sup>1</sup> / <sub>8</sub>	20 <sup>1</sup> / <sub>2</sub>	21 <sup>3</sup> / <sub>8</sub>	+ <sup>7</sup> / <sub>8</sub>
General Dy. 1	45 <sup>1</sup> / <sub>2</sub>	25	28 <sup>3</sup> / <sub>8</sub>	28 <sup>1</sup> / <sub>4</sub>	- <sup>1</sup> / <sub>8</sub>
General Elec. 2	76 <sup>5</sup> / <sub>8</sub>	60 <sup>1</sup> / <sub>2</sub>	73	73 <sup>7</sup> / <sub>8</sub>	+ <sup>7</sup> / <sub>8</sub>
General Motors 2	51	40 <sup>5</sup> / <sub>8</sub>	49 <sup>7</sup> / <sub>8</sub>	50 <sup>3</sup> / <sub>8</sub>	+ <sup>1</sup> / <sub>2</sub>
General Tel & El .76	32 <sup>1</sup> / <sub>2</sub>	24	24 <sup>3</sup> / <sub>4</sub>	24 <sup>3</sup> / <sub>4</sub>	-
Hoffman Elec.	29 <sup>5</sup> / <sub>8</sub>	14 <sup>5</sup> / <sub>8</sub>	15	16 <sup>3</sup> / <sub>8</sub>	+ 1 <sup>3</sup> / <sub>8</sub>
Hupp Corp. 25F.	11 <sup>3</sup> / <sub>4</sub>	7 <sup>3</sup> / <sub>8</sub>	7 <sup>7</sup> / <sub>8</sub>	7 <sup>7</sup> / <sub>8</sub>	-
Magnavox 1	39 <sup>1</sup> / <sub>2</sub>	35 <sup>1</sup> / <sub>8</sub>	36 <sup>3</sup> / <sub>4</sub>	37 <sup>3</sup> / <sub>4</sub>	+ 1
Maytag 2A	56 <sup>1</sup> / <sub>4</sub>	52 <sup>3</sup> / <sub>4</sub>	52 <sup>3</sup> / <sub>4</sub>	55 <sup>3</sup> / <sub>4</sub>	+ 3
McGraw-Edison 1.40	40 <sup>5</sup> / <sub>8</sub>	30 <sup>3</sup> / <sub>4</sub>	34	35 <sup>3</sup> / <sub>4</sub>	+ 1 <sup>3</sup> / <sub>4</sub>
Minn. M&M. .60	87 <sup>5</sup> / <sub>8</sub>	70 <sup>1</sup> / <sub>8</sub>	73	73 <sup>1</sup> / <sub>2</sub>	+ <sup>1</sup> / <sub>2</sub>
Montgomery Ward 1	34 <sup>3</sup> / <sub>4</sub>	26 <sup>3</sup> / <sub>4</sub>	30 <sup>3</sup> / <sub>4</sub>	31 <sup>7</sup> / <sub>8</sub>	+ 1 <sup>1</sup> / <sub>8</sub>
Monarch .04	18 <sup>1</sup> / <sub>2</sub>	13 <sup>3</sup> / <sub>8</sub>	17 <sup>5</sup> / <sub>8</sub>	17 <sup>1</sup> / <sub>8</sub>	+ <sup>1</sup> / <sub>4</sub>
Motor Wheel 1	20 <sup>1</sup> / <sub>2</sub>	11 <sup>3</sup> / <sub>4</sub>	12 <sup>3</sup> / <sub>4</sub>	13	+ <sup>1</sup> / <sub>4</sub>
Motorola 1	100	68 <sup>1</sup> / <sub>2</sub>	75	82	+ 7
Murray Corp.	30 <sup>5</sup> / <sub>8</sub>	26 <sup>1</sup> / <sub>2</sub>	26 <sup>1</sup> / <sub>4</sub>	26 <sup>1</sup> / <sub>2</sub>	+ <sup>1</sup> / <sub>4</sub>
Norris-Thermador	34 <sup>3</sup> / <sub>8</sub>	18	21 <sup>3</sup> / <sub>8</sub>	24	+ 2 <sup>5</sup> / <sub>8</sub>
Philco	25 <sup>1</sup> / <sub>8</sub>	17 <sup>3</sup> / <sub>8</sub>	21 <sup>1</sup> / <sub>8</sub>	22 <sup>3</sup> / <sub>4</sub>	+ 1 <sup>5</sup> / <sub>8</sub>
RCA 1B	65 <sup>5</sup> / <sub>8</sub>	49 <sup>1</sup> / <sub>2</sub>	52	55 <sup>5</sup> / <sub>8</sub>	+ 3 <sup>1</sup> / <sub>8</sub>
Raytheon 2.37T	44 <sup>1</sup> / <sub>2</sub>	34 <sup>3</sup> / <sub>8</sub>	35 <sup>1</sup> / <sub>4</sub>	37 <sup>1</sup> / <sub>4</sub>	+ 2
Rheem	23 <sup>1</sup> / <sub>2</sub>	13 <sup>1</sup> / <sub>2</sub>	13 <sup>1</sup> / <sub>4</sub>	14	+ <sup>3</sup> / <sub>4</sub>
Ronson .60	25	12 <sup>1</sup> / <sub>8</sub>	23 <sup>5</sup> / <sub>8</sub>	25 <sup>1</sup> / <sub>8</sub>	+ 1 <sup>1</sup> / <sub>2</sub>
Roper GD	25 <sup>1</sup> / <sub>2</sub>	16 <sup>5</sup> / <sub>8</sub>	23 <sup>5</sup> / <sub>8</sub>	25	+ 1 <sup>3</sup> / <sub>8</sub>
Schick	14 <sup>1</sup> / <sub>8</sub>	8 <sup>1</sup> / <sub>4</sub>	9 <sup>1</sup> / <sub>8</sub>	9	- <sup>1</sup> / <sub>8</sub>
Siegler Corp. .40B	34	22 <sup>3</sup> / <sub>4</sub>	24 <sup>1</sup> / <sub>4</sub>	26 <sup>3</sup> / <sub>4</sub>	+ 2 <sup>1</sup> / <sub>2</sub>
Singer	119 <sup>3</sup> / <sub>4</sub>	107 <sup>3</sup> / <sub>4</sub>	119 <sup>3</sup> / <sub>8</sub>	126 <sup>3</sup> / <sub>8</sub>	+ 7
Smith A. O. 1.60A	37 <sup>3</sup> / <sub>8</sub>	26 <sup>1</sup> / <sub>4</sub>	27 <sup>5</sup> / <sub>8</sub>	28 <sup>5</sup> / <sub>8</sub>	+ 1
Sunbeam 1.40A	55 <sup>5</sup> / <sub>8</sub>	45 <sup>5</sup> / <sub>8</sub>	50	50 <sup>1</sup> / <sub>4</sub>	+ <sup>1</sup> / <sub>4</sub>
Welbilt .10E	7 <sup>1</sup> / <sub>4</sub>	4 <sup>1</sup> / <sub>8</sub>	4 <sup>7</sup> / <sub>8</sub>	4 <sup>3</sup> / <sub>4</sub>	- <sup>1</sup> / <sub>8</sub>
Westinghouse 1.20	50	38	39 <sup>1</sup> / <sub>8</sub>	39 <sup>1</sup> / <sub>2</sub>	+ <sup>3</sup> / <sub>8</sub>
Whirlpool 1.40	34 <sup>3</sup> / <sub>8</sub>	26 <sup>5</sup> / <sub>8</sub>	30 <sup>7</sup> / <sub>8</sub>	31 <sup>1</sup> / <sub>2</sub>	+ <sup>5</sup> / <sub>8</sub>
Zenith 1.60A	201	97 <sup>1</sup> / <sub>4</sub>	199 <sup>1</sup> / <sub>2</sub>	192 <sup>3</sup> / <sub>4</sub>	- 6 <sup>3</sup> / <sub>4</sub>
<b>AMERICAN EXCHANGE</b>					
Century Electric	10 <sup>3</sup> / <sub>4</sub>	5 <sup>7</sup> / <sub>8</sub>	8	8 <sup>1</sup> / <sub>4</sub>	+ <sup>1</sup> / <sub>4</sub>
Ironrite .25T	8 <sup>1</sup> / <sub>4</sub>	5 <sup>1</sup> / <sub>2</sub>	6 <sup>5</sup> / <sub>8</sub>	6 <sup>5</sup> / <sub>8</sub>	-
Lynch Corp. 87T	12 <sup>3</sup> / <sub>4</sub>	8 <sup>1</sup> / <sub>4</sub>	10 <sup>1</sup> / <sub>2</sub>	9 <sup>1</sup> / <sub>2</sub>	- 1
Muntz TV	7	4	5	4 <sup>3</sup> / <sub>4</sub>	- <sup>1</sup> / <sub>4</sub>
National Presto .60	31	12 <sup>1</sup> / <sub>4</sub>	15	16 <sup>1</sup> / <sub>8</sub>	+ 1 <sup>1</sup> / <sub>8</sub>
Nat. Un. Elec. (Eureka)	4 <sup>1</sup> / <sub>2</sub>	1 <sup>7</sup> / <sub>8</sub>	2 <sup>5</sup> / <sub>8</sub>	2 <sup>3</sup> / <sub>4</sub>	+ <sup>3</sup> / <sub>8</sub>
Pentron	8 <sup>5</sup> / <sub>8</sub>	2 <sup>5</sup> / <sub>8</sub>	4 <sup>5</sup> / <sub>8</sub>	4 <sup>1</sup> / <sub>2</sub>	- <sup>1</sup> / <sub>8</sub>
Proctor-Silex	9 <sup>1</sup> / <sub>2</sub>	5 <sup>1</sup> / <sub>8</sub>	7 <sup>1</sup> / <sub>8</sub>	6 <sup>7</sup> / <sub>8</sub>	- <sup>1</sup> / <sub>4</sub>
Republic Trans.	9	4 <sup>1</sup> / <sub>2</sub>	5 <sup>7</sup> / <sub>8</sub>	5 <sup>3</sup> / <sub>4</sub>	- <sup>1</sup> / <sub>8</sub>
Trav-ler Radio	7 <sup>1</sup> / <sub>2</sub>	4 <sup>5</sup> / <sub>8</sub>	6 <sup>5</sup> / <sub>8</sub>	6 <sup>1</sup> / <sub>2</sub>	- <sup>1</sup> / <sub>8</sub>
<b>MIDWEST EXCHANGE</b>					
Knapp-Monarch	-	-	5 <sup>3</sup> / <sub>8</sub>	5 <sup>5</sup> / <sub>8</sub>	-
Webcor	-	-	11 <sup>1</sup> / <sub>8</sub>	10 <sup>1</sup> / <sub>2</sub>	- <sup>5</sup> / <sub>8</sub>

A—Also extra or extras. B—Annual rate plus stock dividend. E—Paid last year. F—Payable in stock during 1961, estimated cash value on ex-dividend or ex-distribution date. T—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

**ANALYSIS:** Stocks rose on practically all fronts last week and the EM WEEK average hit 34 for the first time in over two months. The gains can be directly attributed to the favorable business news that highlighted the week's trading. Auto sales were up, unemployment was down and it appeared at the close of the day's trading on Nov. 5 that the mar-

ket was finally making the move predicted for it after Labor Day. Some individual issues made big news among the key 54 stocks: Singer hit a yearly high of 126 1/2 as it gained seven points. Motorola, closing at 82, was also up seven. On the NY exchange, only five of the 42 listed issues failed to gain as trading hit better than 4 million daily.

# A QUICK CHECK OF BUSINESS TRENDS

	Latest Month	Preceding Month	Year Ago	HOW THEY COMPARE
<b>FACTORY SALES</b> appliance-radio-TV index (1957 = 100)	113	127	108	4.63% up (Aug. 1961 vs. Aug. 1960)
<b>RETAIL SALES</b> total (\$ billions)	18.2	18.2	18.1	0.55% up (Sept. 1961 vs. Sept. 1960)
<b>APPLIANCE-RADIO-TV STORE SALES</b> (\$ millions)	328	315	315	4.13% up (Aug. 1961 vs. Aug. 1960)
<b>CONSUMER DEBT + +</b> owed to appliance-radio-TV dealers (\$ millions)	274	272	290	5.52% down (August 1961 vs. August 1960)
<b>FAILURES</b> of appliance-radio-TV dealers	30	22	19	57.89% up (Sept. 1961 vs. Sept. 1960)
<b>HOUSING STARTS</b> (thousands)	120.4	126.4	96.9	24.25% up (Sept. 1961 vs. Sept. 1960)
<b>AUTO OUTPUT</b> (thousands)	152.6**	159.1**	145.5**	4.88% up
<b>PERSONAL CONSUMPTION EXPENDITURES</b> for furniture-household equipment (\$ billions)	18.3+	17.8+	19.0+	3.68% down (2nd qtr. 1961 vs. 2nd qtr. 1960)
<b>DISPOSABLE INCOME</b> annual rate (\$ billions)	361.7+	354.3+	352.7+	2.55% down (2nd qtr. 1961 vs. 2nd qtr. 1960)
<b>CONSUMER SAVINGS</b> annual rate (\$ billions)	25.7+	23.7+	22.8+	12.72% up (2nd qtr. 1961 vs. 2nd qtr. 1960)
<b>EMPLOYMENT</b> (thousands)	67.0	68.5	67.8	1.18% down (Sept. 1961 vs. Sept. 1960)

\*New index being used. Federal Reserve Bulletin (seasonably adjusted).  
\*\*Figures are for week ending November 4, 1961, and preceding week (revised).  
+Figures are for quarters.  
++Federal Reserve Bulletin figures (revised).

# A QUICK CHECK OF INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. **New figures in bold-face type.**

		1961 (Units)	1960 (Units)	% Change
<b>AIR CONDITIONERS, Room</b>	August	54,200	77,900	-30.42
	8 Months	1,330,500	1,355,700	-1.86
<b>DISHWASHERS</b>	August	43,700	51,900	-15.80
	8 Months	374,200	361,100	+3.63
<b>DRYERS, Clothes, Electric</b>	September	105,404	106,130	-0.68
	9 Months	504,528	538,380	-6.29
<b>Gas</b>	September	57,453	59,378	-3.24
	9 Months	261,608	287,424	-8.98
<b>FOOD WASTE DISPOSERS</b>	July	63,700	55,100	+15.61
<b>FREEZERS</b>	7 Months	450,700	435,900	+3.40
	August	127,686	108,200	+18.01
<b>PHONOGRAPH SHIPMENTS</b>	8 Months	725,900	755,500	-3.92
	August	348,321	416,838	-16.44
<b>RADIO PRODUCTION</b> (Excludes auto)	8 Months	2,088,373	2,517,260	-17.04
	Week Oct. 27	<b>306,378</b>	<b>279,715</b>	<b>+9.53</b>
<b>RADIO RETAIL SALES</b>	43 Weeks	<b>9,479,308</b>	<b>8,715,658</b>	<b>+8.66</b>
	July	697,851	573,363	+21.71
<b>TELEVISION PRODUCTION</b>	7 Months	5,088,031	4,451,721	+14.29
	Week Oct. 27	<b>158,370</b>	<b>124,324</b>	<b>+27.38</b>
<b>TELEVISION RETAIL SALES</b>	43 Weeks	<b>5,018,695</b>	<b>4,873,120</b>	<b>+2.99</b>
	July	388,791	392,858	-1.04
<b>REFRIGERATORS</b>	7 Months	3,027,975	3,050,385	-0.74
	August	304,200	307,500	-1.07
<b>RANGES, Electric, Standard</b>	8 Months	2,331,200	2,418,600	-3.61
	August	70,700	67,200	+5.21
<b>Built-in</b>	8 Months	562,400	570,500	-1.42
	August	56,800	56,200	+1.08
<b>RANGES, Gas, Standard</b>	8 Months	459,800	447,600	+2.73
	September	155,200	144,200	+7.63
<b>Built-in</b>	9 Months	1,083,500	1,123,500	-3.56
	September	35,600	34,400	+3.49
<b>VACUUM CLEANERS</b>	9 Months	260,400	259,600	+0.31
	September	302,229	301,935	+0.10
<b>WASHERS, Automatic &amp; Semi-Auto</b>	9 Months	2,384,577	2,487,986	-4.16
	September	323,336	279,304	+15.76
<b>Wringer &amp; Spinner</b>	9 Months	1,970,636	1,913,304	+3.00
	September	78,526	73,407	+6.97
<b>WASHER-DRYER COMBINATIONS</b>	9 Months	516,175	556,267	-7.21
	September	9,717	17,824	-45.48
<b>WATER HEATERS, Electric (Storage)</b>	9 Months	76,115	118,895	-35.98
	August	61,400	47,500	+29.26
<b>WATER HEATERS, Gas (Storage)</b>	8 Months	495,000	482,800	+2.53
	September	191,900	227,600	-15.69
	9 Months	1,923,300	2,116,400	-9.13

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.



## YOU ARE LOOKING at the No. 1 automatic washer feature for 1962.

It's the mammoth stainless steel tub in the new A38 Speed Queen . . . 20 to 30% bigger than most. This percentage rating is based on a comparative survey made of competitive tub *sizes*. Not poundage claims . . . but tub *sizes*. It's actual tub *size* that counts! Compare the new Speed Queen tub with the machine you are now selling, and you'll immediately start thinking in terms of being a Speed Queen dealer if you're not one already. Because Speed Queen dealers are now definitely in the driver's seat on load capacity, overall quality, flexibility and mechanical dependability.



Write, wire, or phone  
**SPEED QUEEN**, A Division of McGraw-Edison Company,  
 Ripon, Wisconsin

***SPEED QUEEN***<sup>®</sup>  
*famed for dependability*



